



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*

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## What makes this project unique?

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Before this ordering system, the Asda department used paper and fax to order accessories from their suppliers. There was no tracking info 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

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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

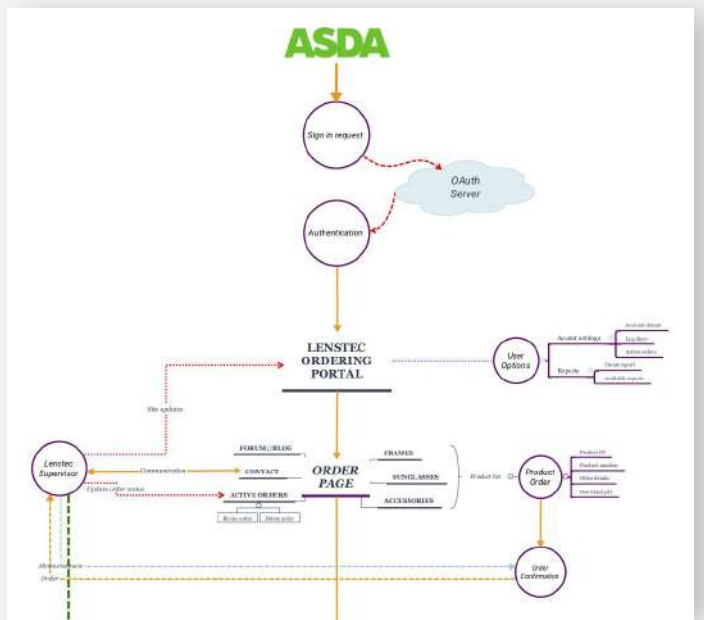
# Conduct user research and analysis

## Digitize the sales/order journey

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



**UNDERSTAND THE PROCESS**  
Interviews with more than 200 Asda and warehouse users to understand needs

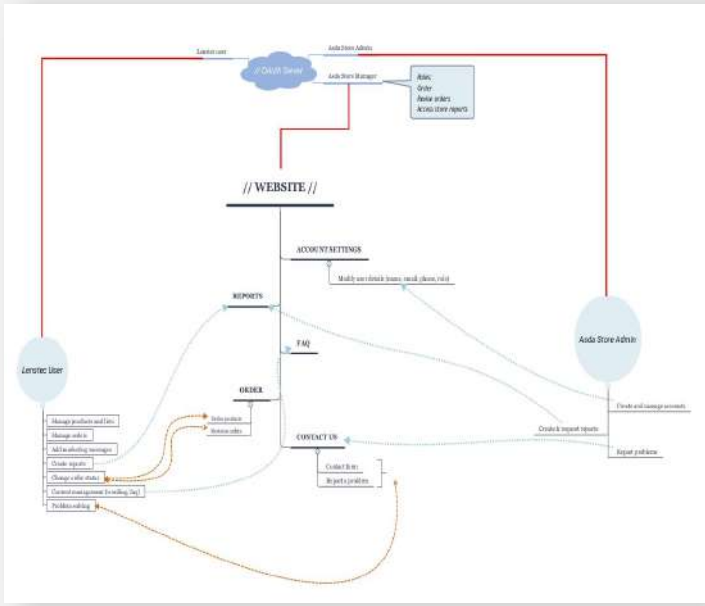


**DIGITIZE THE PROCESS**  
Provide simplified digital process flow and the ideal user journey

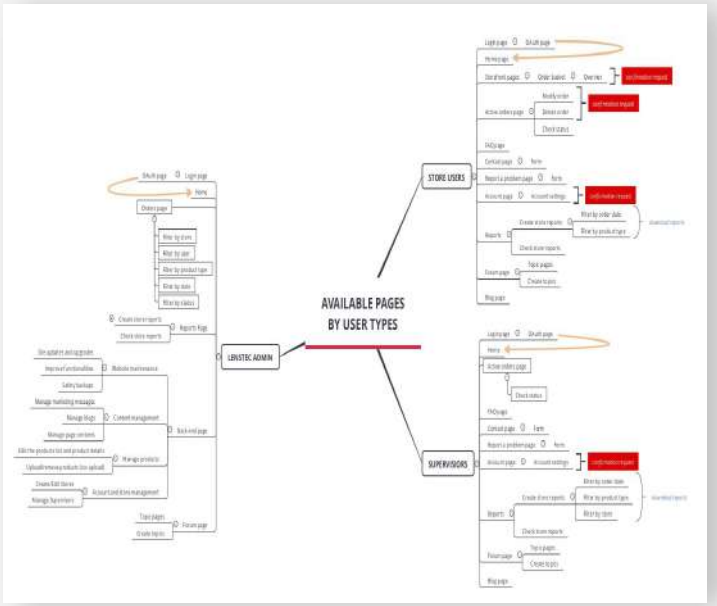
# Customer Insights & Ideation

## 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

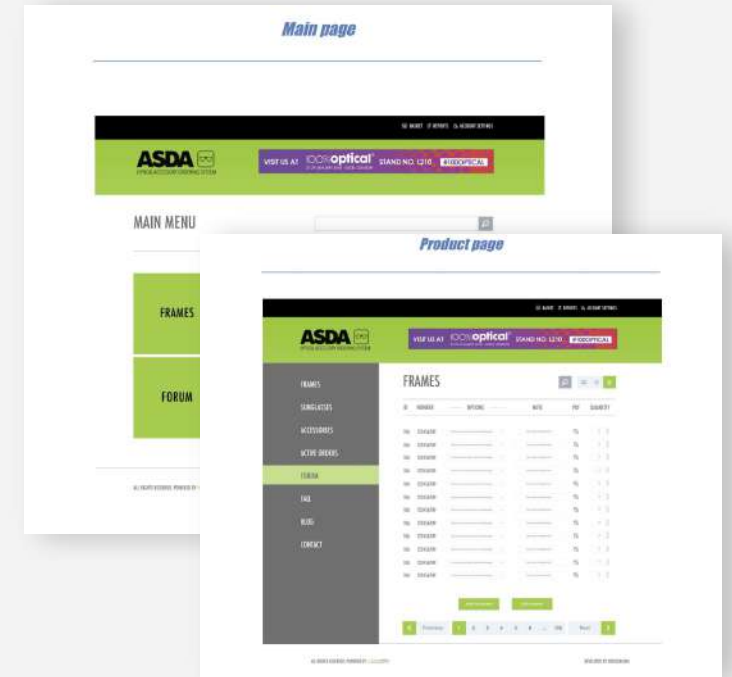
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**ASDA** 



### 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

# Planning & Scope Definition Design Execution & Validation

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ASDA 

### Lenstec accessory ordering system

#### Overview

One of Lenstec's primary clients is Asda. Part of the service provided is for ancillary items and replacement parts to be ordered and sent to stores as required. Currently these are placed in Lenstec by the store, usually handwritten. As well as the reference codes, it is also an error-prone process.

#### Solution

Horizon Digital Media offered to design an accessory ordering system for Asda. The system would allow Asda Stores to log in and order items directly online. Lenstec would also enable Lenstec users to print labels directly on a page as part of the process. An additional login would be available for supervisors of the system to allow these individuals to see all the orders from any store more effectively. The data structures used would be in a format so that CSV data could be imported into the new system directly. Further to this, the system is in a format suitable for use by Lenstec. The system that would allow further work in the future. There are a number of examples of what can be made to this system, not least expanding it to include Frame viewing, imagery, messaging and more.

#### User types

- Lenstec Admin
- Asda Supervisor
- Asda Store Admin (store user)
- Asda Store Manager (store user)

#### Available Pages

For Store Users

#### FAQ

This section would be able to give instructions in system use, procedures, as well as any FAQs or updates as appropriate. These can be written and updated by Lenstec.

#### Contact

This would be a simple contact form to allow users to contact Lenstec directly, if desired, a phone number can also be shown on the site. This section would also be used to report any technical/web related problem.

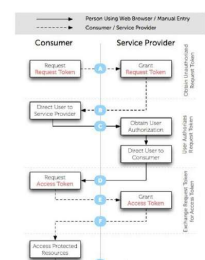
#### Forum page (optional)

Allow users to read and add comments, create topics, community. This section would also be useful to request support and order related questions.

#### General pages for every users

Registration  
Given that many of the Asda stores do not have email access currently, registration of stores would be performed by Lenstec through the admin system. At this stage it would be Lenstec's responsibility to communicate these details to the user.

Login (Login and OAuth process)  
The system would require a login. Based on Asda's request, the Product Ordering System will use OAuth Authentication process for login the users. Depending on user permissions, they would be redirected to the Store Front End, the Supervisor or the Admin Section. The functionalities and the displayed pages would be quite different for each user types.




ID	NUMBER	QUANTITY	OPTIONAL	OPTIONAL	OPTIONAL	NOTE	ADD	DELETE
1	123456789	1	QF	QF	QF	Request for product to be ordered	+	-
2	123456789	1	QF	QF	QF	Request for product to be ordered	+	-
3	123456789	1	QF	QF	QF	Request for product to be ordered	+	-

When all products in the basket, the system will display the basket summary where the user has a last chance to modify the recent orders. When the order list has been checked then the basket requires a final confirmation. By clicking the ORDER NOW button, the order details will be sent directly to the Lenstec Supervisor.

#### Submit order

When the order has been successfully submitted, the system will send an Order Acknowledgement Email to the Asda Store Manager. The email will contain all details such as the order number, the order date, the store and the user number, all product details in PDF format. This PDF also is downloadable for the Active Orders section at anytime.

#### Child Available Pages



able to post their latest actions, news.

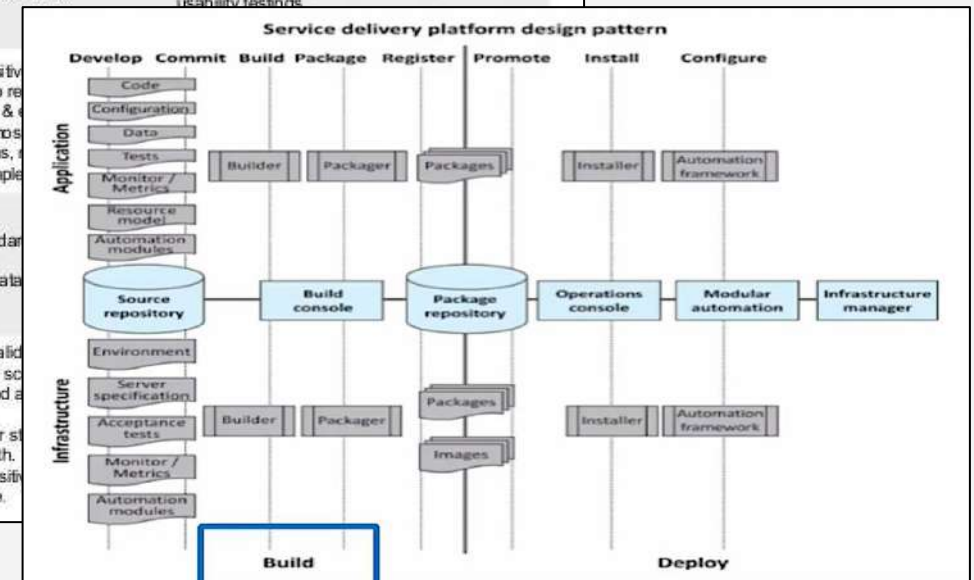
**SPECIFICATION AND EXECUTION**  
Deliver all the documentations, html/css design specification, user stories for the Agile/Scrum development team

# Usability and accessibility Monitoring efficiencies

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Metrics	Definition	Why chosen	Methods	Customized Success criteria
Task success rate	percentage of tasks that users complete successfully	<ul style="list-style-type: none"> <li>easy to collect</li> <li>easy to understand</li> <li>popular among the UX community</li> </ul>	<ul style="list-style-type: none"> <li>large scale usability testings</li> <li>small scale usability testings</li> </ul>	<ul style="list-style-type: none"> <li>Fail : less than 75%</li> <li>Pass: 75% or more</li> </ul>
Task ease of use	one standard Single Ease Question (SEQ)	<ul style="list-style-type: none"> <li>reliable, sensitive</li> <li>short, easy to read to administer &amp; understand</li> <li>the second most popular task questions, but much simpler</li> </ul>		
Net Promoter Score (NPS)	one standard recommendation question	<ul style="list-style-type: none"> <li>industry standard</li> <li>popular</li> <li>benchmark data</li> </ul>		
System Usability Scale (SUS)	a list of 10 standard ease of use questions (positive version)	<ul style="list-style-type: none"> <li>free, short, valid</li> <li>a single SUS score calculated and assigned.</li> <li>over 500 user studies compared with.</li> <li>the most sensitive questionnaire.</li> </ul>		



## USABILITY SESSIONS

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