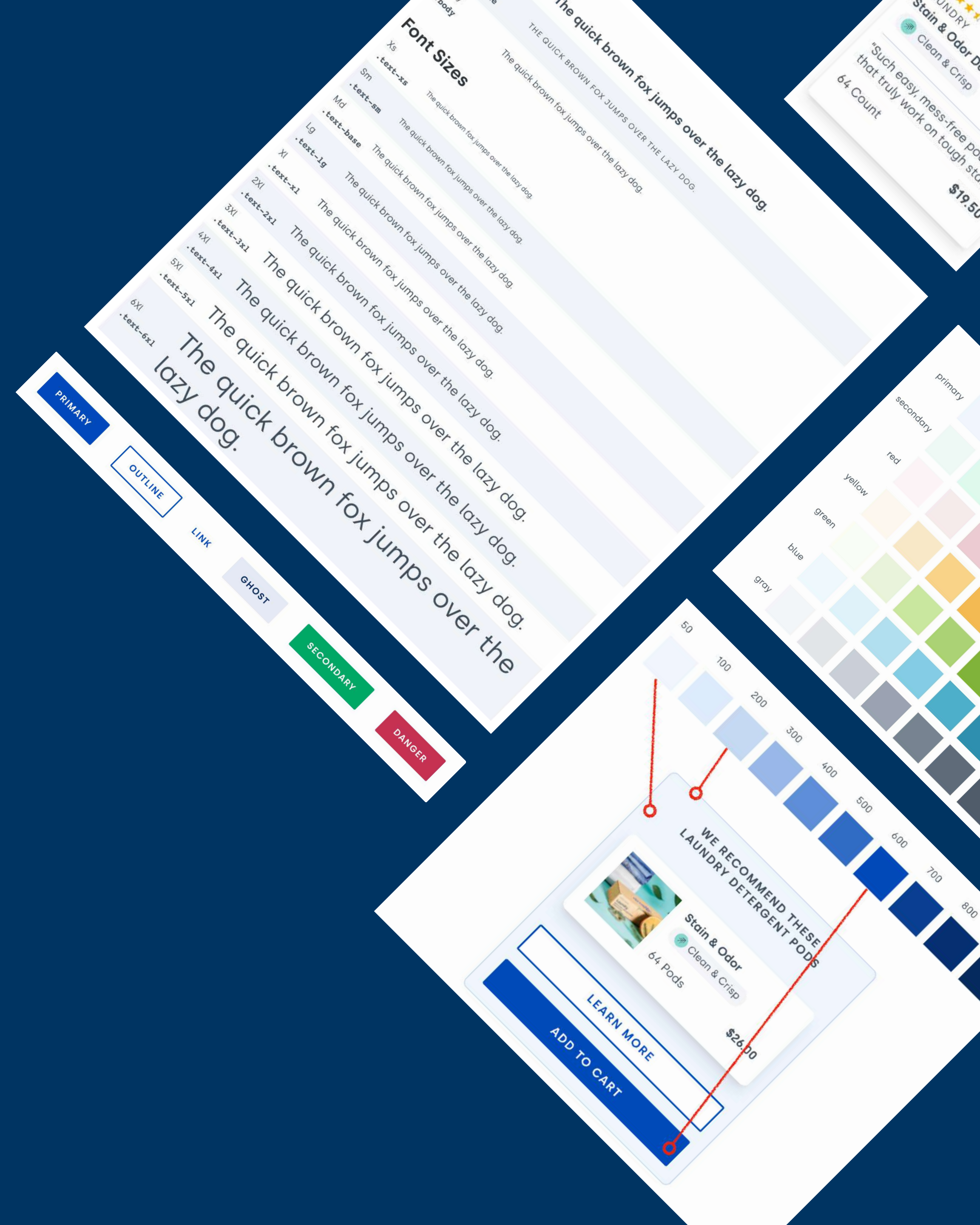


A Brief of UX Work on Dropps' Website

April 2022 - August 2023

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Introduction

This brief serves to highlight a portion of the UX work I performed during my time at Dropps. The work shown here mostly focuses on the home page and is not meant to be an all-encompassing account of every project or initiative I worked on, as I touched virtually all aspects of the website: home page, product list pages, product display pages, the cart & checkout process, the subscription portal, and much more. Rather, this is meant to give a glimpse into a general overview of how I approach UX and my thought process as a web developer.

For technical context, it's important to detail that during the period of my employment at the company, the website was of hybrid nature - mostly running off Shopify's liquid engine with some portions in React. Much of the React code was also utilizing Material UI components and its theming engine.

I was placed in charge of building up a design system in our codebase which could support consistent styling across the site and quick front-end development whether the portion of code was in liquid or React. For this task, I happily leaned on my new favorite language-agnostic styling framework, Tailwind CSS.

Design System

Typography

I simplified our typography into a system of 3 styles (title, subtitle, body) and multiple font size options for these styles, should the context of a design require something outside of the default base sizes.

E-commerce / marketing websites contain lots of copy, so it's important to establish consistency in typography so information is easily scannable by site visitors.

LAUNDRY .subtitle

Stain & Odor Detergent .title

9g Ultra Concentrated Pod .body

★★★★☆ 4.7 (4,143 Reviews) .body + .text-xs

Laundry detergent pods help remove stains and eliminate odors in your clothing with natural enzymes and plant-based ingredients. .body

(Excerpt from a product display page)

Design System

Typography

Using Tailwind components for the base font styles allowed for modifiers like the text-size classes or even font-weight utility classes when flexibility was needed.

As this solution was achieved via Tailwind and not a React component (e.g. MUI's Typography), we could use this system to style text on the entire website.

Font Styles

Title <code>.title</code>	The quick brown fox jumps over the lazy dog.
Subtitle <code>.subtitle</code>	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
Body <code>.body</code>	The quick brown fox jumps over the lazy dog.

Font Sizes

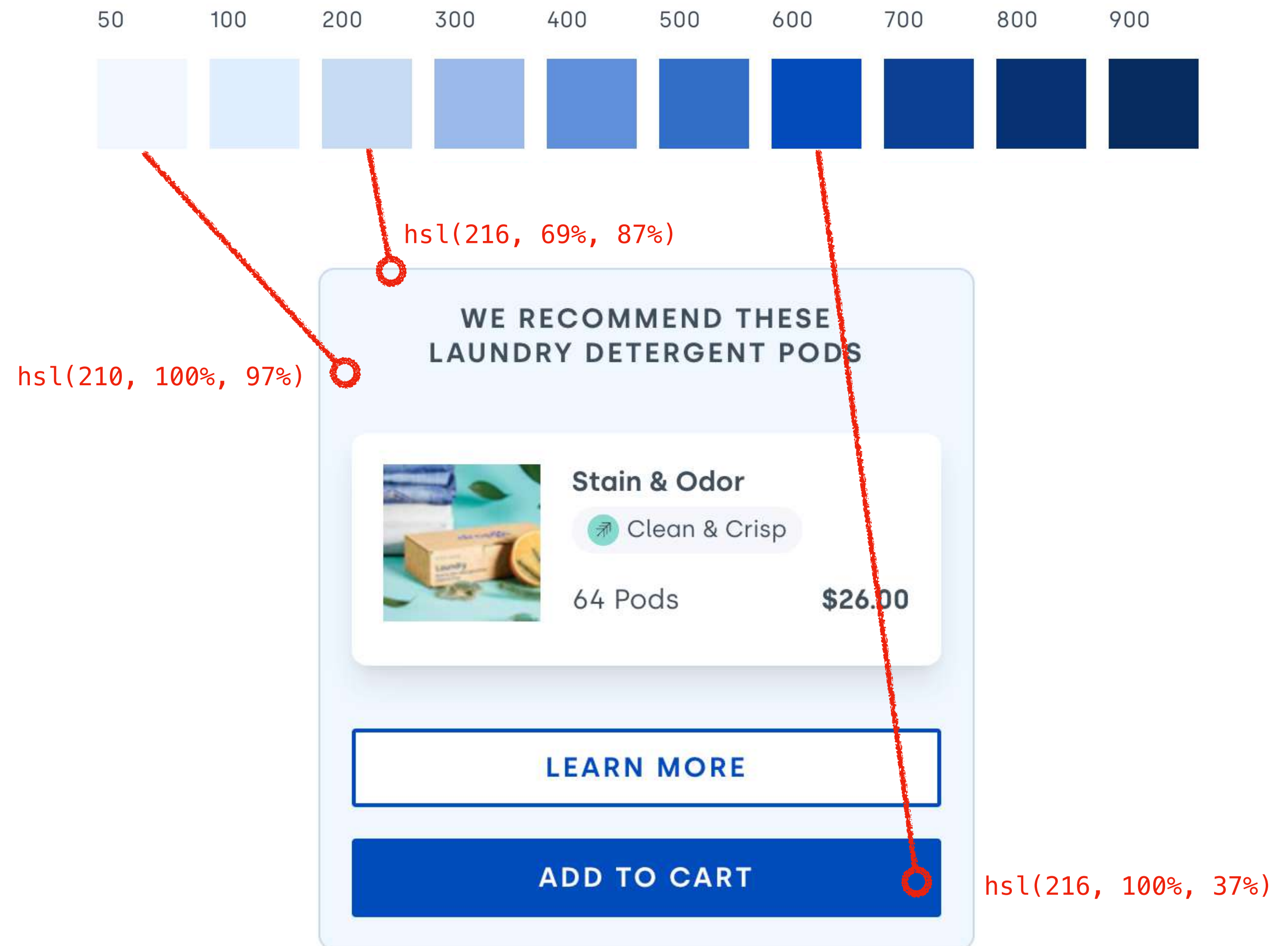
Xs <code>.text-xs</code>	The quick brown fox jumps over the lazy dog.
Sm <code>.text-sm</code>	The quick brown fox jumps over the lazy dog.
Md <code>.text-base</code>	The quick brown fox jumps over the lazy dog.
Lg <code>.text-lg</code>	The quick brown fox jumps over the lazy dog.
Xl <code>.text-xl</code>	The quick brown fox jumps over the lazy dog.
2Xl <code>.text-2xl</code>	The quick brown fox jumps over the lazy dog.
3Xl <code>.text-3xl</code>	The quick brown fox jumps over the lazy dog.
4Xl <code>.text-4xl</code>	The quick brown fox jumps over the lazy dog.
5Xl <code>.text-5xl</code>	The quick brown fox jumps over the lazy dog.
6Xl <code>.text-6xl</code>	The quick brown fox jumps over the lazy dog.

Design System

Accessible Color Palette

Based on principles discussed in Refactoring UI, I worked with our lead designer to craft a set of lighter and darker shades of our brand color that could be used as background/ accent colors across our components. At the time I joined Dropps, color usage across the site was mostly restricted to the brand colors themselves, with one single designated background color outside of white.

To represent these colors in code, I chose to ditch HEX for HSL, which better represents colors using attributes the human-eye intuitively perceives, making them easier to work with: hue, saturation, and lightness.



(Excerpt from the home page)

Design System

Accessible Color Palette

Using Tailwind colors as a guide for how many colors to include, we chose 10 shades for both our primary and secondary brand colors, as well as standard colors that could be used for success/danger/info/warning states - something that was entirely lacking before.

To adhere to WCAG color contrast recommendations, an effort was made to make sure we had a solid set of “default” colors in the 500/600 range which could safely be used for text against white backgrounds. Colors in the 800/900 range could be safely used on backgrounds in the 50/100 range.

	50	100	200	300	400	500	600	700	800	900
primary										
secondary										
red										
yellow										
green										
blue										
gray										

Components

Button

Buttons are a key element on essentially any app or website, and the same is true for Dropps. As I started working across the site, I found that buttons were often used with slightly varying styles - slightly off shades of the brand blue, inconsistent rounded corners, inconsistent text casing, etc. I set out to build a robust button component that could be used in the many different places it would be needed across the site, with consistent base styling but multiple style variants to handle different contexts it would be used in.

I also made sure the correct DOM node was used for the button depending on context: anchor `<a>` tags for buttons that were just linking to a new page, and `<button>` tags for those that performed an action, such as submitting data or opening a modal. This can be a trivial but fairly common problem across many websites today, causing UX confusion for both visual and screen-reading users when elements that are styled like buttons are using the incorrect HTML element.



LINK



Components

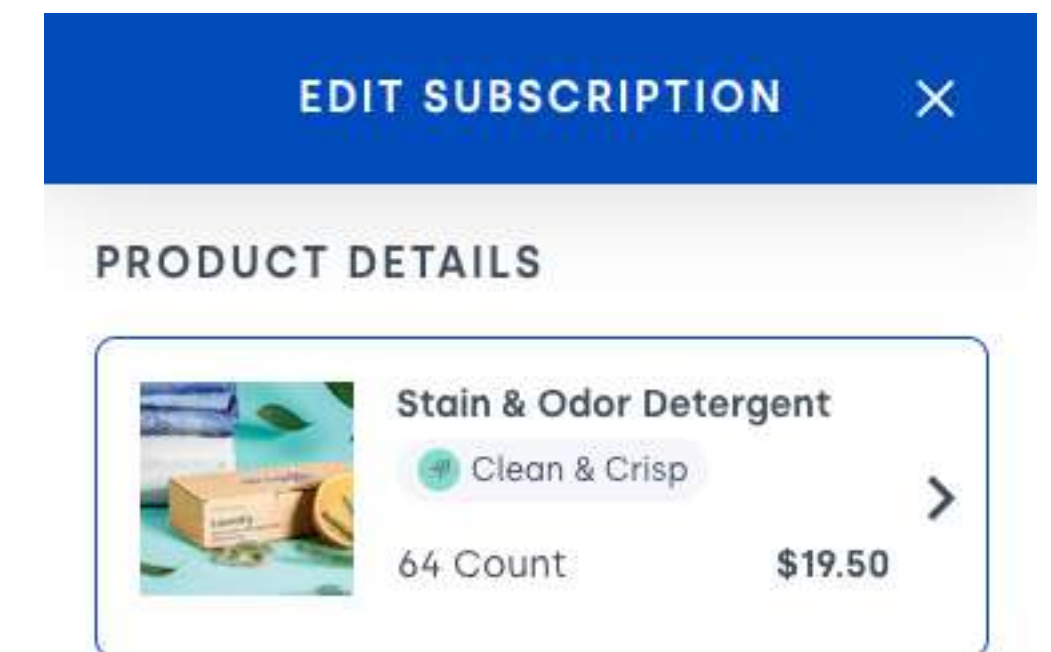
Product Cards

What is an e-commerce site without product cards? Having a reusable component for these is a must to maintain a consistent UX when displaying data related to a product across many different contexts. I built a flexible Product Card component for this purpose, which conditionally displayed product information depending on which key/value fields were passed in via the product data structure.

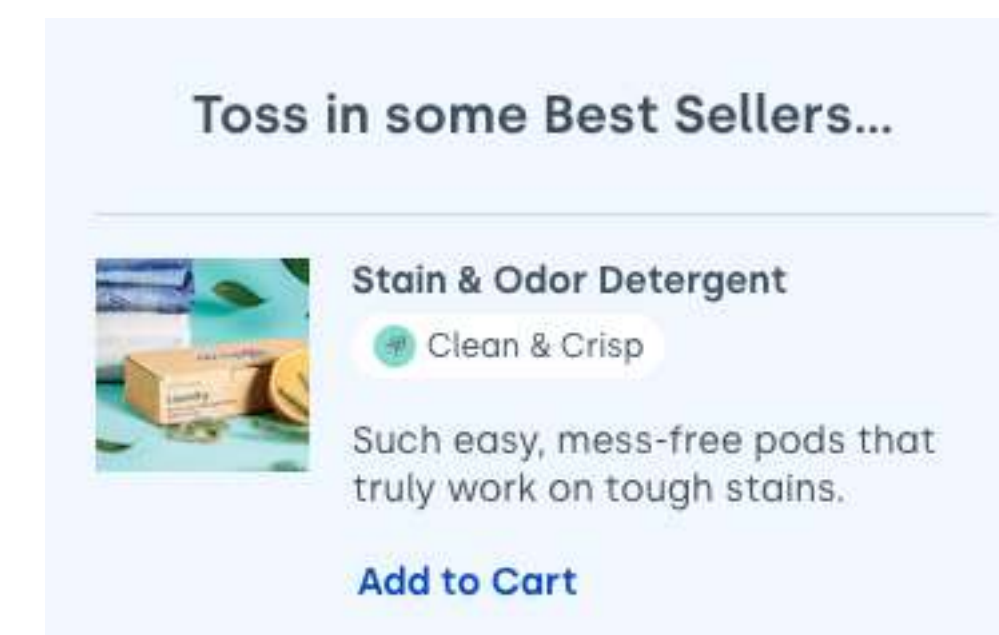
I also included a “compact” prop for the component to be used on its side in tighter spaces for designs.



Home page / Product list pages



Subscription portal



Cart upsell recommendations

Components

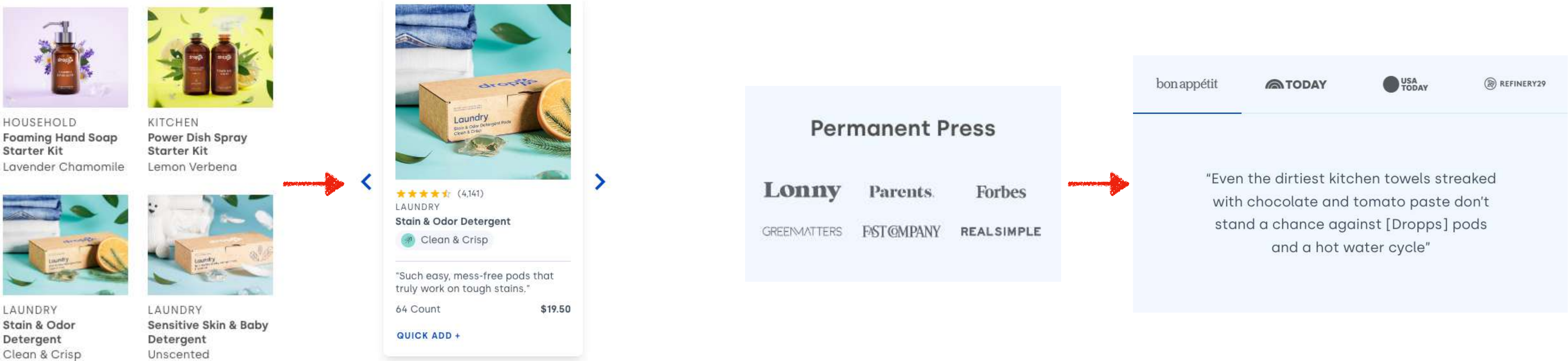
Additional UI Elements I Developed

- Accordion
- Badge
- Button
- Cart (Drawer)
- Cart Icon (Nav)
- Date Picker
- Dialog
- Drawer
- Input
- Nav Menu (Desktop)
- Nav Drawer (Mobile)
- Notification
- Page Modules
- Product Card
- Product Card List / Carousel
- Product Scent Badge
- Product Scent Selector
- Product Star Rating
- Product Quantity Selector
- Progress Bar
- Radio Buttons
- Radio Cards
- Search Input
- Select
- Subscription Card (Portal)
- Subscription Drawer (Portal)
- Tabs
- Toggle
- Tooltip

UX Improvements

Homepage Redesign

An initiative for a redesign of the homepage came within my first couple of months at the company. I implemented the majority of the front-end code for this redesign, including interactive testimonials and a mobile carousel for product offerings.

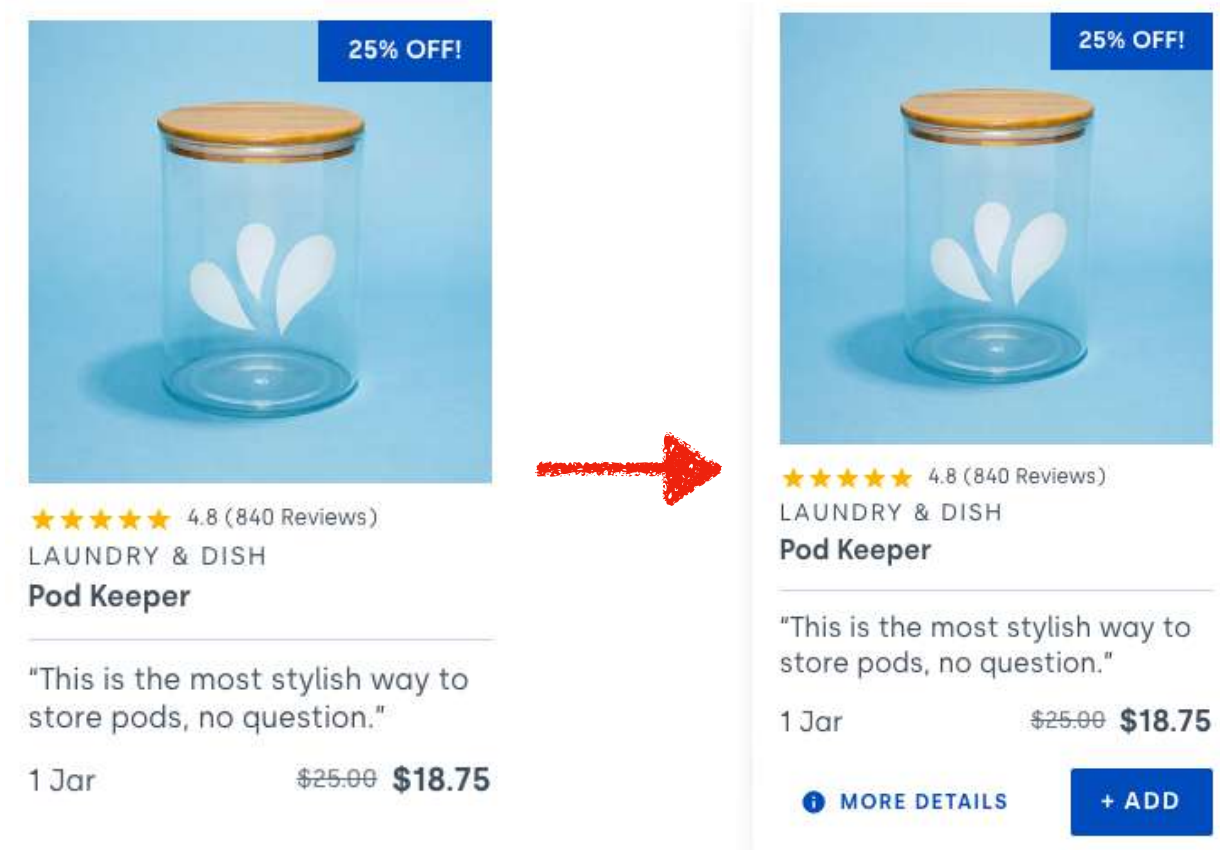


UX Improvements

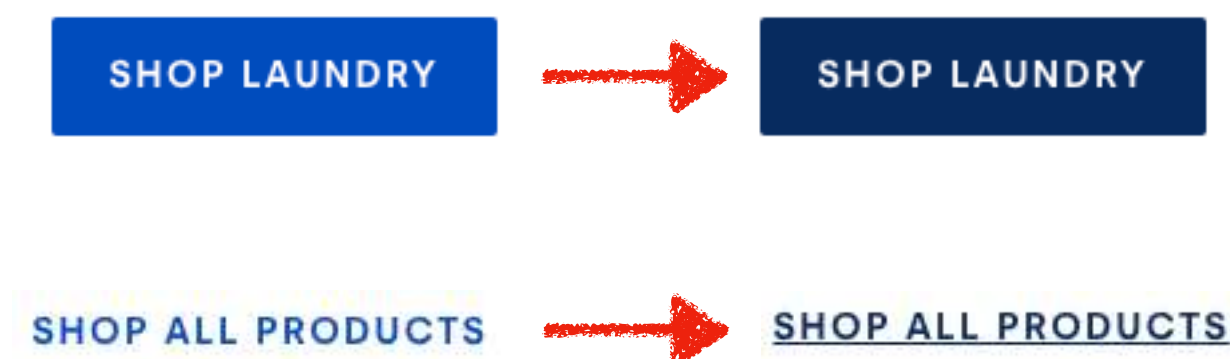
Hover States

One of the first things I noticed about the website during my interview process with Dropps was the lack of hover effects on almost all interactive elements across the website. I made it my mission early on to remedy this, for improved UX and intuitive design for users to easily understand how to navigate around the site.

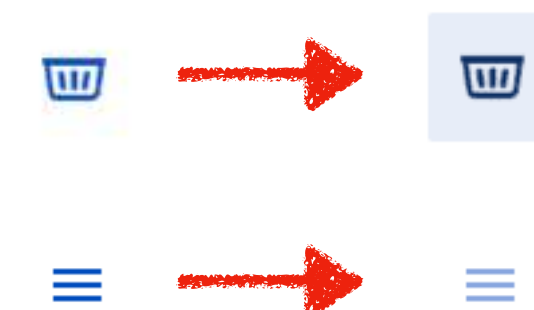
Product Cards



Buttons / Links



Icons

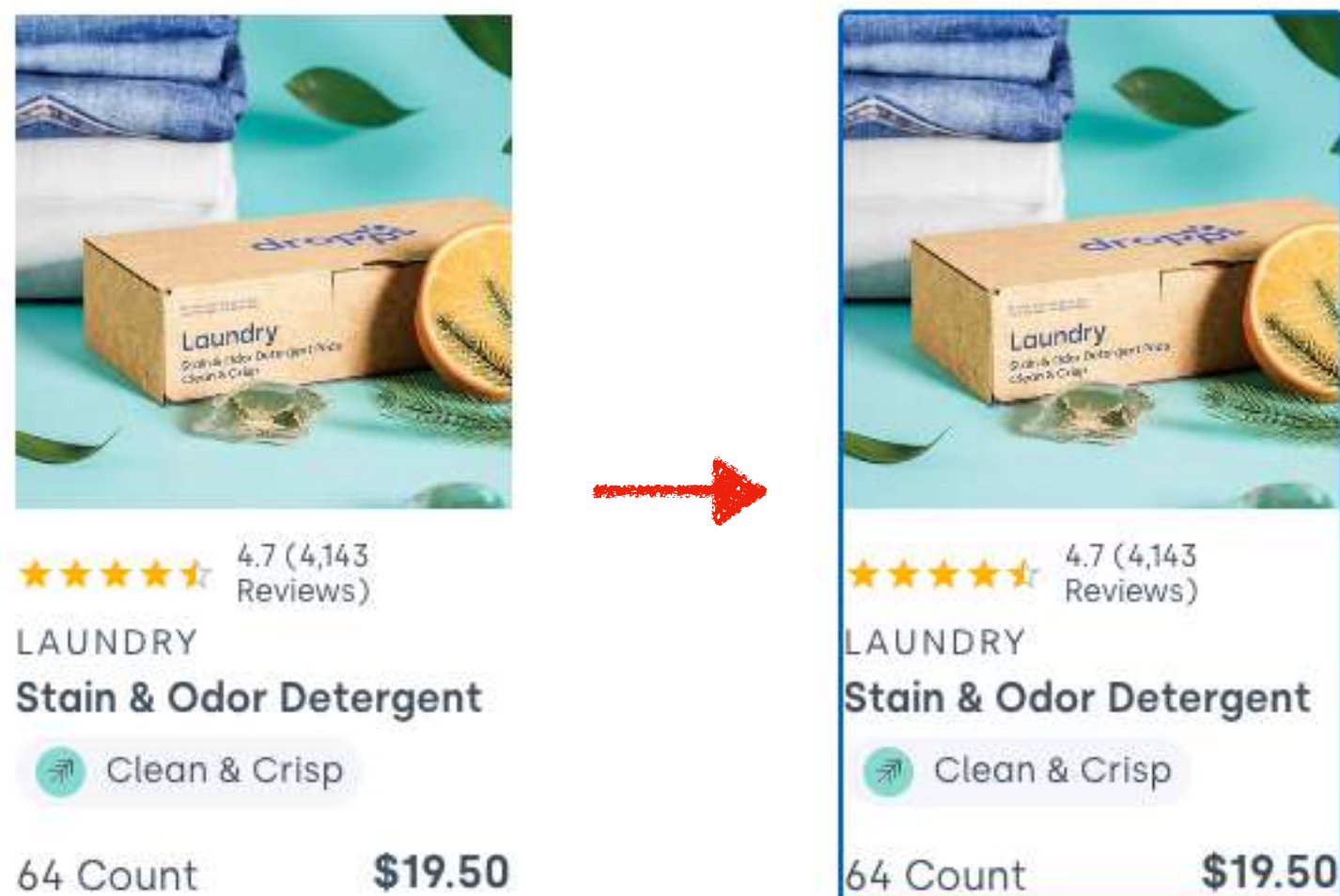


UX Improvements

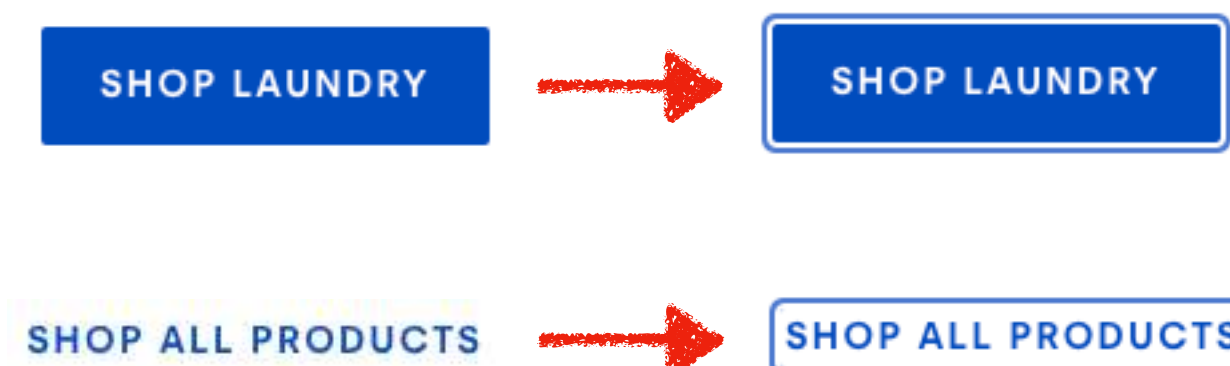
Focus States for Keyboard Navigation

Similarly, an accessibility audit on the site uncovered numerous missing focus states for users that would navigate our website via keyboard. I updated existing components with consistent focus states and accounted for this in new components moving forward. During this time, ARIA roles were also added/updated for HTML elements to assist any screen-reading users.

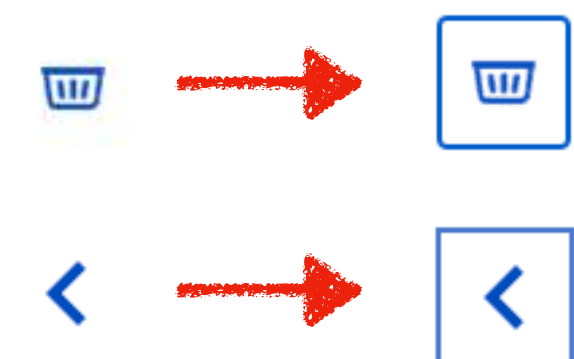
Product Cards



Buttons / Links



Icons

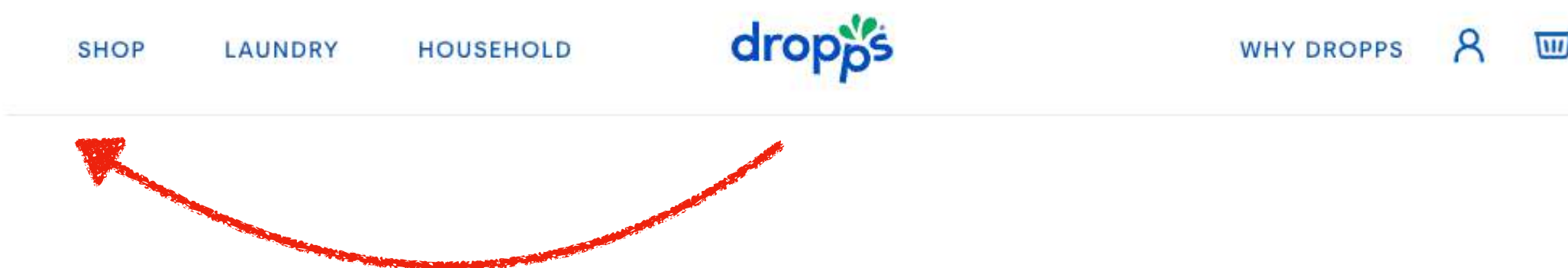


A/B Tests

Moving Logo to the Left in the Desktop Navigation

One of the most simple implementations for an A/B test I spearheaded was to move our logo from the center of the navigation over to the leftmost edge. This was prompted by a study from 2016 by Nielsen Norman Group that found users had ~6 times more trouble navigating back to the homepage when the logo is placed in the center of a page compared to when it's in the top left corner. This was a quick, easy win with little dev effort!

Before / "Control"



After / "Treatment"



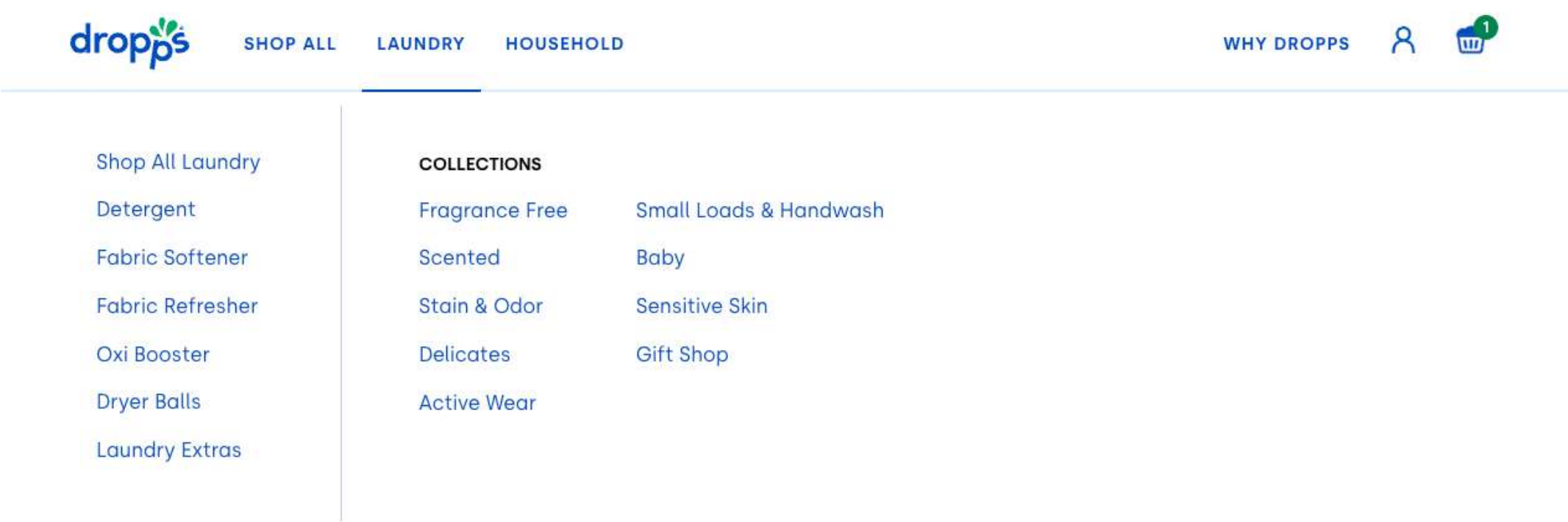
Result: drove statistically significant increase to revenue

A/B Tests

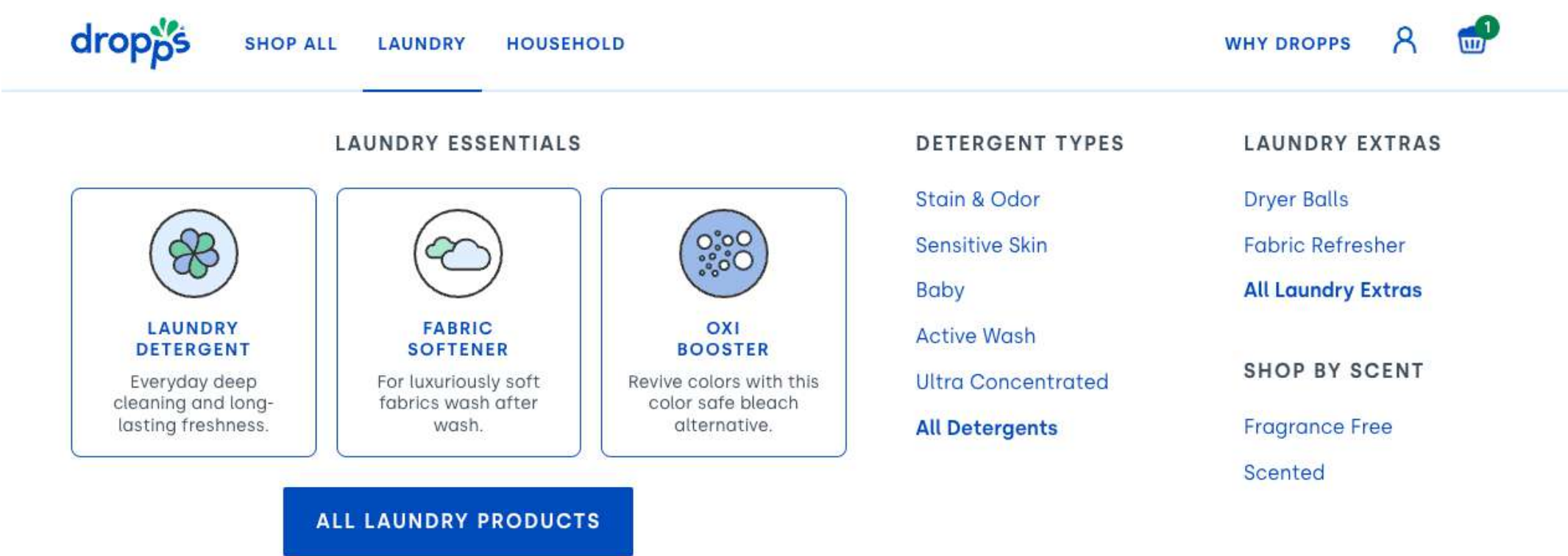
Desktop Navigation Dropdown Redesign (Mega Menu)

Further efforts to optimize our navigation with A/B testing resulted in a redesign of our dropdown menus to a more “mega menu” styled design. This design made better use of space, and highlighted our core products and popular pages, as we hypothesized many of our users were getting lost in the list of links. The initial design was created by our lead designer, and my implementation rebuilt the menu on a grid system that matched the margins of content further down the page. Later, similar efforts were made to realize similar gains from our mobile navigation drawer design as well.

Before / “Control”



After / “Treatment”



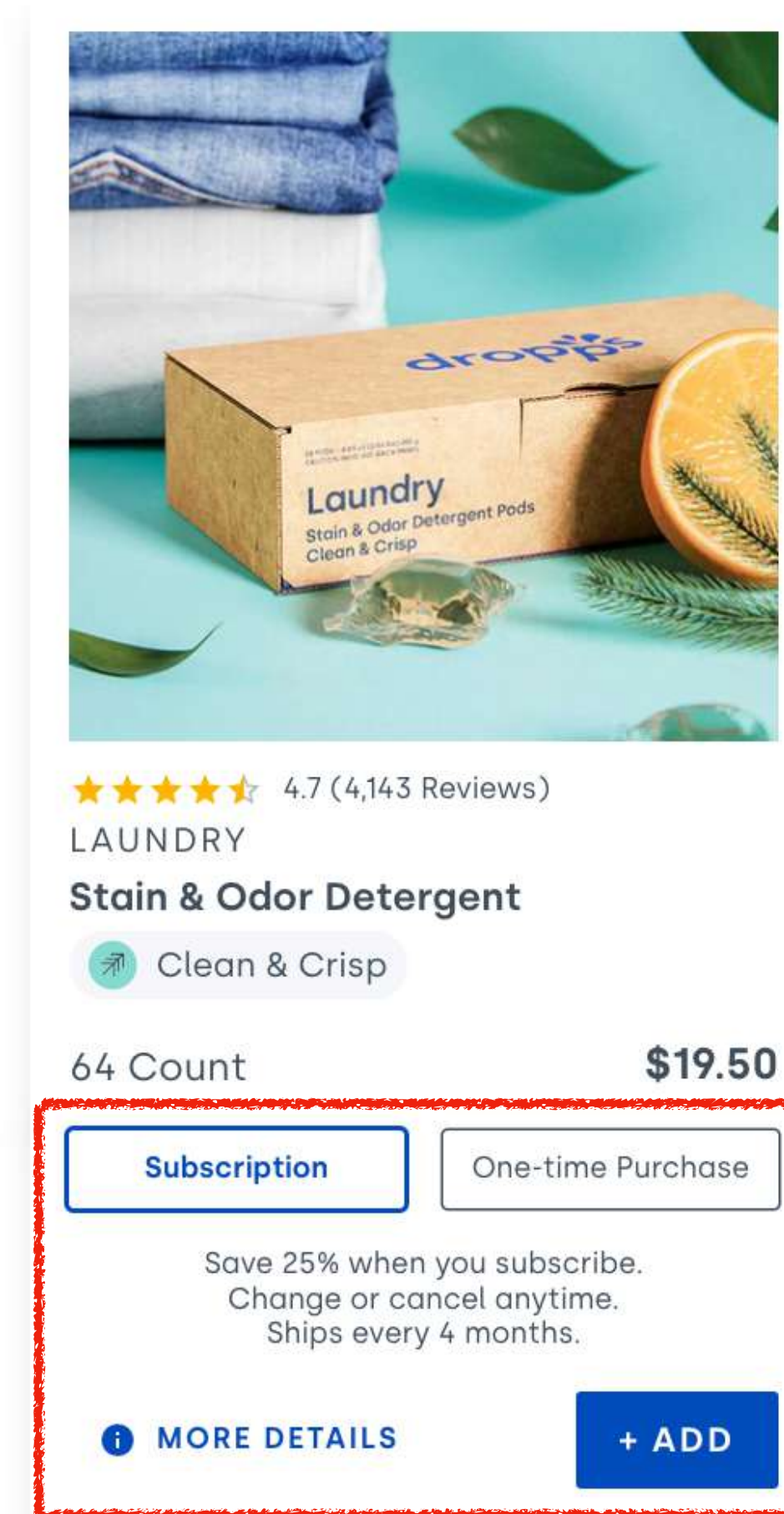
Result: drove statistically significant increase to revenue

A/B Tests

Shoppable Product Cards

I hypothesized that having the ability to add an item to cart earlier in the user journey could capture conversions from users that might otherwise drop off early before reaching a product display page. Thus, I advocated for an A/B test to add “shoppable” actions to product cards.

While we were unable to directly confirm my theory when measuring conversions, we considered this test a win regardless due to an increased number of interactions compared to our control.



Shop actions appear when hovering over the product card on desktop or tapping a “quick actions” button present on mobile

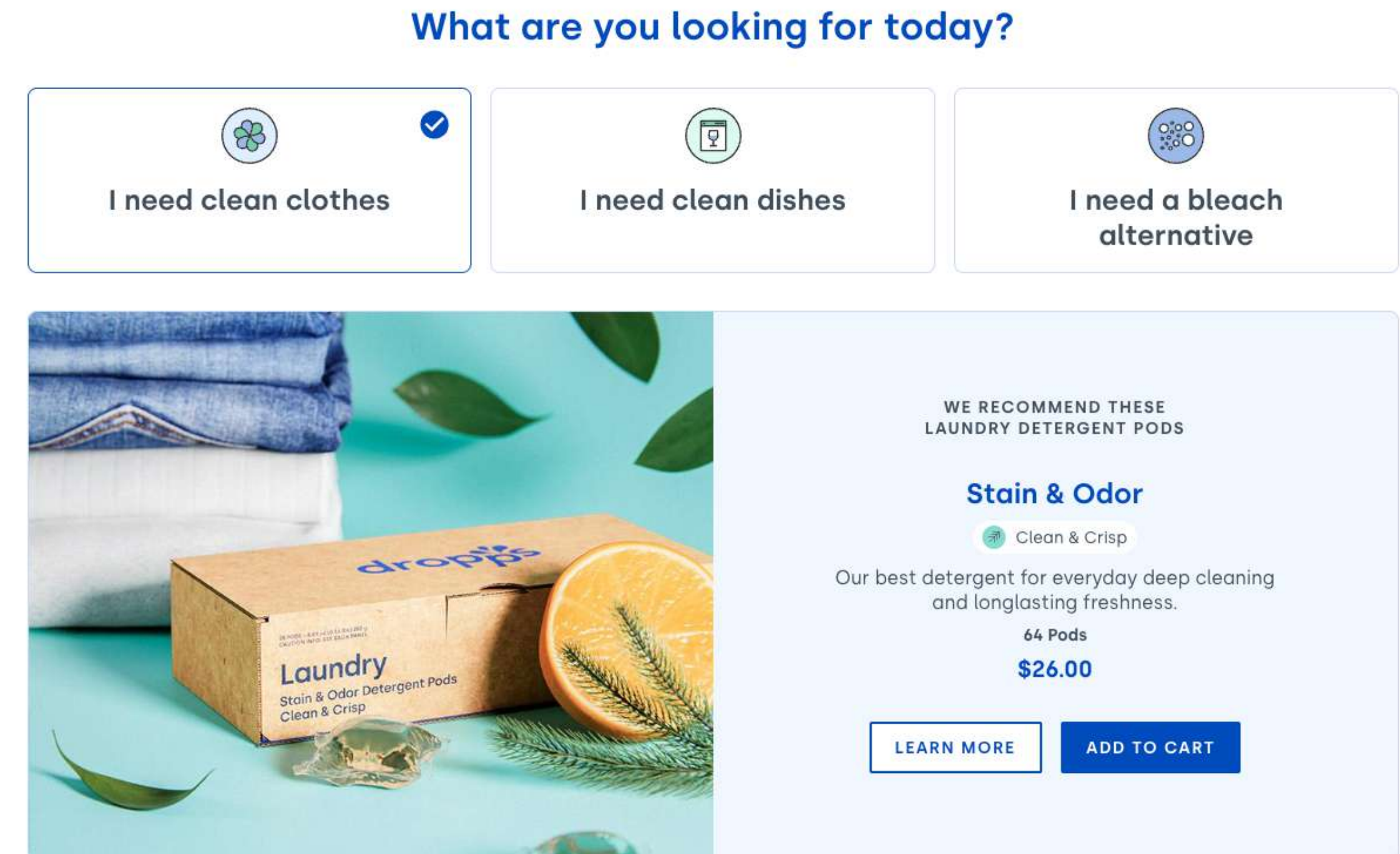
Result: drove higher rate of “add to cart” interactions

A/B Tests

Product Discovery Module

One request from our marketing team was to highlight our core products on the home page so customers would have additional opportunities to discover products in our catalog.

Working with a quick prototype from our designer, I drafted up this design and implementation for a module on the home page with a few prompts for customer needs and a product recommendation to fulfill that need.



Result: drove statistically significant increase to revenue

A/B Tests, Projects, and Initiatives

Additional Examples

- Rebuilt customer-facing subscription portal from the ground up, with brand new single-page UI for editing subscriptions, managing discounts, or adding additional products to a subscription
- Developed front-end for home page redesign
- Initiated mobile and desktop navigation UX refreshes
- Developed front-end enablement of product bundles (groups of products sold together) across the site
- Pioneered shoppable features on product cards, including always displaying product prices, based on formal UX research and A/B test data
- Assisted in multiple A/B tests in cart offering discounts or free items with purchases
- Led migration from Material UI to Radix headless components to improve theming, accessibility, and server-side rendering

Sources

The information contained in this brief, unless otherwise noted or hyperlinked, is provided by my personal accounts and experience working as a UX Engineer for dropps.com from April 2022 - August 2023. Below I've provided links to archives from the Internet Archive of the website closest to my start and end dates to make verification of my claims here and see the work for yourself.

[Archive from April 11, 2022](#)



[Archive from August 27, 2023](#)

