



# PRODUCT DESIGN: PURCHASING

**Case Study** | An end-to-end look at RevZilla's Cart & Checkout



# CART & CHECKOUT

**Challenge** | The legacy versions of Cart & Checkout were outdated in workflow, information architecture, and visual design. Beating industry standards was a long-way off and too much of a lift to complete while also launching an entire site replatform and redesign.

**Goal** | Create a Cart & Checkout design that meets industry standards and accounts for business scalability, while also maintaining the ability to utilize the same framework for ReZilla and Cycle Gear. **Risk:** The initial design must be launched with the replatform and also meet or beat legacy conversion rate.

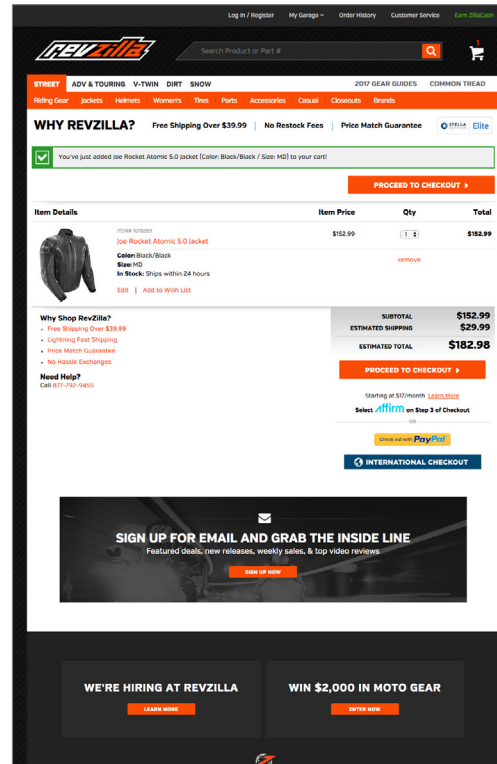
**Strategy** | Utilize the framework that existed for Cycle Gear and add new features that lay the groundwork for the final Cart & Checkout design. After the launch, iterate on Cart & Checkout to further improve the workflow, information architecture, and visual design to beat industry standards and account for business scalability.



## Legacy Design vs. Launch Design

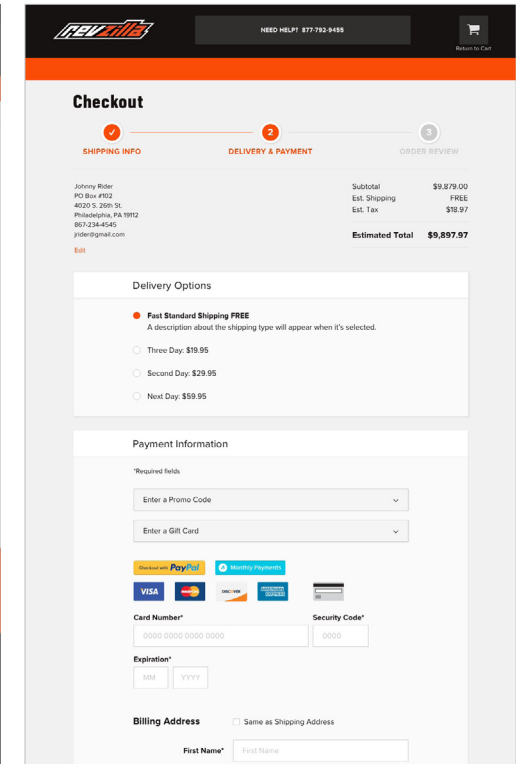
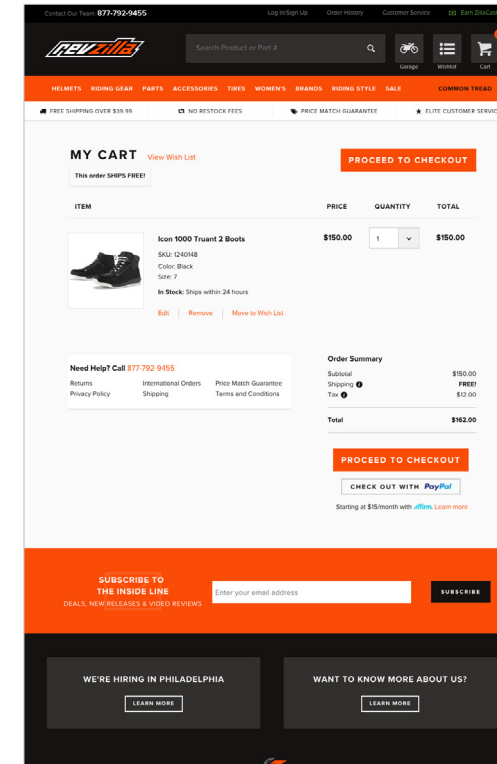
### LEGACY DESIGN

Upon starting at RevZilla, the site design had a very antiquated look and structure from the early 2000s. The design was not responsive and the checkout steps were not in a typical workflow.



### LAUNCH DESIGN

Launched with an iteration that mirrors Cycle Gear's site, with the added improvement of summarizing user info at the top, which was a planned feature for the final design.

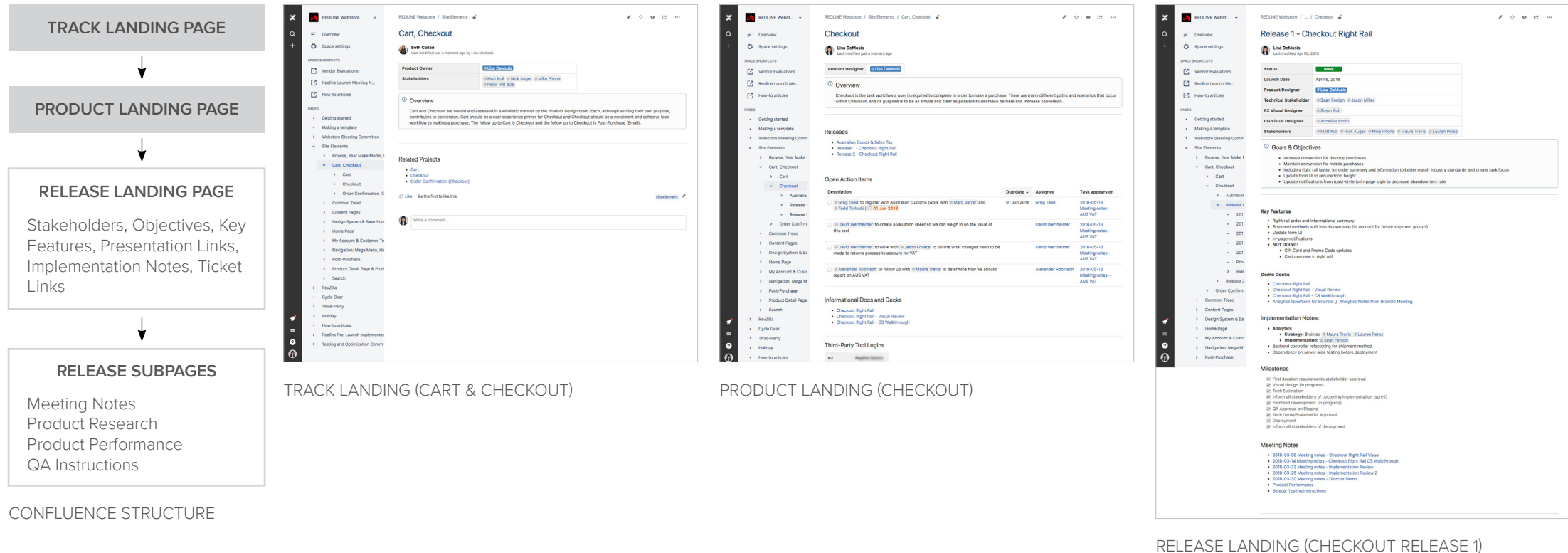




# Documentation and Requirements

## CONFLUENCE DOCUMENTATION AND REQUIREMENTS STRUCTURE

Prior to Cart & Checkout, there was no process for documentation; Confluence and JIRA had been adopted 1 month before project kickoff. Creating an organization and workflow for the Product Team with a scalable and flexible structure that could be applied to any and all web features was imperative, especially to function cross-departmentally.



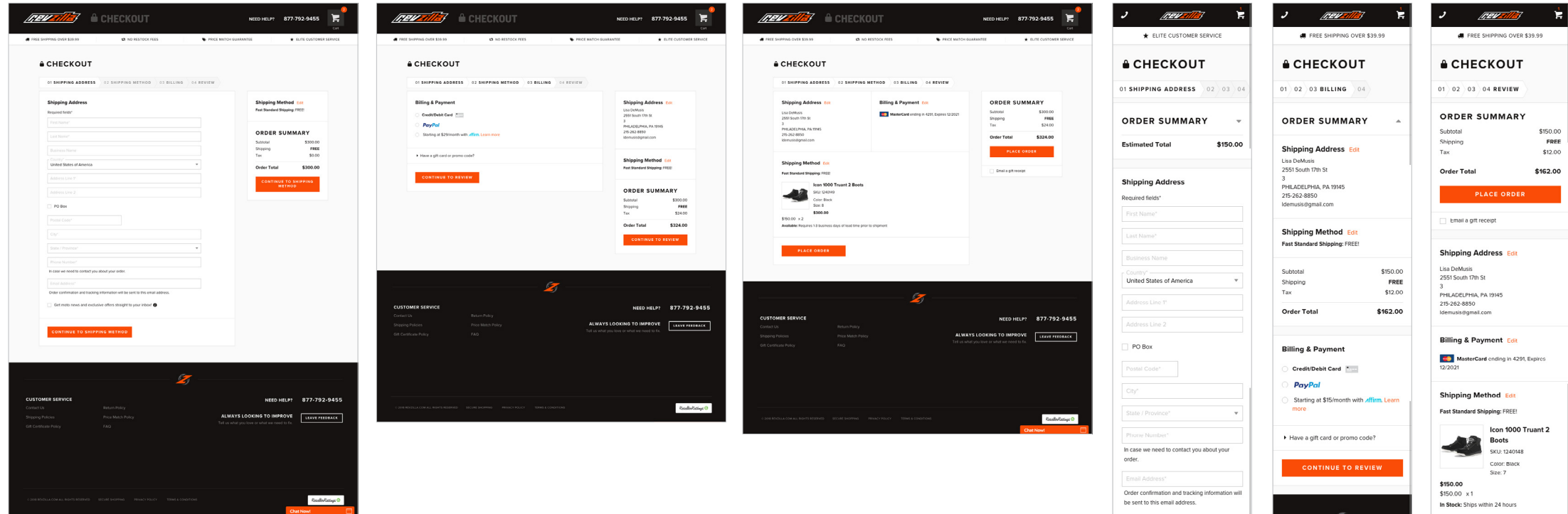


## Results

POST-LAUNCH: RELEASE 1 DESIGN

Once the replatform and redesign was launched, Cart & Checkout were revisited with the intention of utilizing the same information, but implementing a new UI that better met industry standards, as well as accounted for business scalability. The process included a server-side A/B Test, Usability Testing, and a new Analytics Strategy that allows us to track forward-progression and pull reports regularly.

### Stakeholder Demo Deck

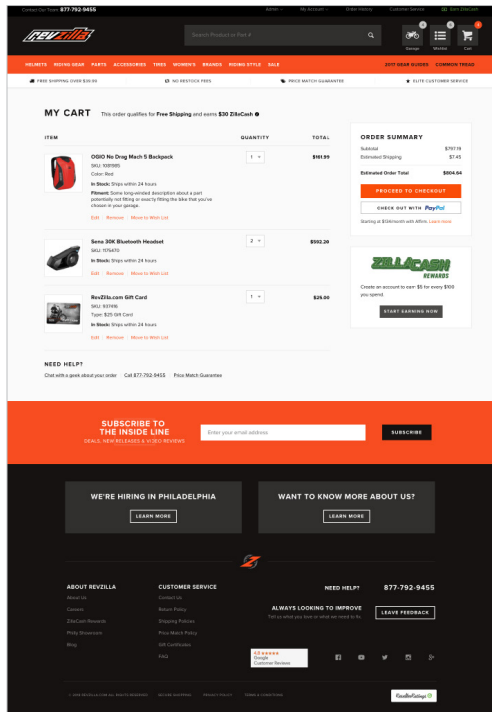




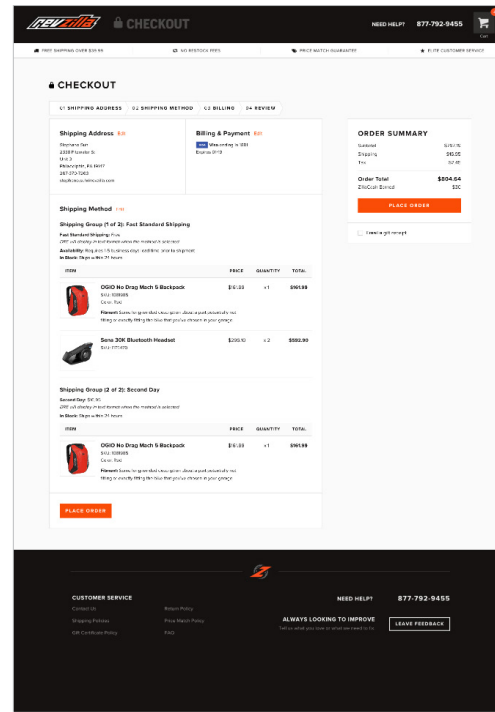
## Next Steps

RELEASE 2 DESIGN

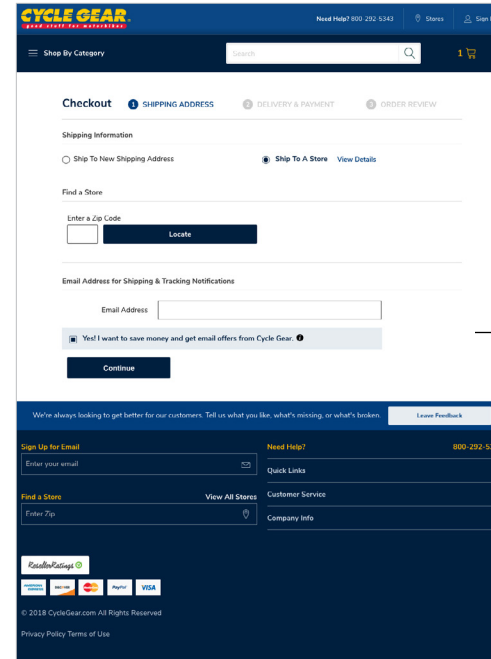
The next phases of Cart & Checkout include the frontend implementation of Cart Right Rail, backend and frontend implementation for Shipment Groups, updating our BrainTree version (payments), and moving Cycle Gear Cart & Checkout into the Right Rail UI.



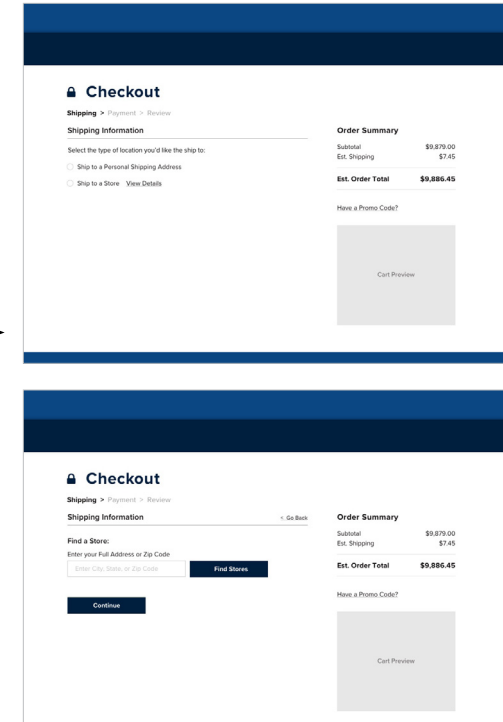
CART RIGHT RAIL



SHIPMENT GROUPS



CURRENT CYCLE GEAR CHECKOUT



CYCLE GEAR CHECKOUT RIGHT RAIL WIRES



**Considerations** | When working on Checkout for two separate ecommerce sites, there are many variables, features, tools, and third-party partners to consider.

USERS

**International**  
**New / Guest**  
**Returning / Authorized**

INTERNAL TEAMS

Accounting  
**Analytics**  
**CEO / CTO**  
**Customer Service**  
**Design**  
Fulfillment  
Marketing  
Purchasing  
**Tech**

PARTNERS

Affirm (Financing)  
**Braindo (Analytics)**  
**Braintree (Payment)**  
Criteo (Recommendations)  
**Cycle Gear**  
Google Reviews  
**Narvar (Order Tracking)**  
**PayPal**  
**Riskified (Liability)**  
Turnto (Reviews)

FEATURES

**Accelerated Checkout**  
Authentication  
Auto Complete  
Delivery Range Estimate  
Gift Cards  
Line Items (Products & Messaging)  
**Notifications (Client-side, Server-side)**  
Promo Codes  
Ship to Store  
**Shipment Groups**  
Shipping (Free, Flat rate, International, Quote Request)  
**Tax Messaging & Collection (Per-Country / State)**  
**Validation (Form field, Page level)**  
ZillaCash



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