# Kate Lane • SquadLocker Project Work



This work is not public in my online portfolio because of NDA considerations.

**Summary:** I was brought in as a senior UX designer to help evolve an existing troubled product. I was their first in-house designer — they'd been working on-and-off with various contractors in the years prior. Though resources were limited and no project ever evolved beyond MVP, I was able to make some good design headway and be a part of serious improvements to both UX and UI within the SquadLocker product app.

Marginally Important Note: Squadlocker hadn't had a visual refresh in some time, and lacked the bandwidth to make changes that didn't directly impact functionality. The site you'll see in these examples could benefit from a redesign but unfortunately that was not something I was able to negotiate.

Very Important Note: The pig and the gnome are simply the logos I used on my test accounts. There is no deeper meaning, I swear. People always ask and never believe me when I say they were just for fun!

# **PROJECT: CART/CHECKOUT**

When I started, the app was forcing users into a checkout flow that looked like a totally different site. It didn't have a cart. It had no transparency about subtotals/fees/tax/charges, making it impossible for the user to figure out how exactly things added up. There weren't basic standards in place, such as a review step or onsite confirmation post-order. Users weren't even being asked for things like their billing address, which caused order problems right and left. The interface was buggy and often unresponsive, resulting in users who were not sure whether their order had been placed at all or what was going wrong. It was, in short, a disaster. So, my team cleaned it up.

rder Details		
	UA NOVELTY T LS SIZE M BLACK LITTLE PIGLET 28 (SLEEVE) QTY 3 @ \$47.90	\$143.70
2	UA WOMEN'S NOVELT SIZE S ROYAL	Y T LS
	QTY 1 @ \$36.95	\$36.95
Subtotal (4 it	ems):	\$180.65
Coupon: \$10 OFF ORDERS O	VER \$50	- \$10.00
Shipping: YOUR ORDER QUAI	.IFIES FOR FREE SHIPPING!	\$0.00
Total:	USD	\$170.65
GIMME10	•	
Your order will	leave our warehouse by [N	IM/DD/YYYY]
Orders ship st	andard delivery via FedEx (	3-5 Days).
	CHECKOUT	
	or continue shopping	

# 1. Cart Page

- implemented a separate cart page that served as a gateway to the checkout flow
- gave users an overview of their items and totals (this was, astoundingly, something that had been missing from the site

   users were presented with a total but it was not broken down with any real transparency)
- language clarified: previously, a user who had added multiple colors of the same shirt would be told they had one item in their cart. Item definition was based on product itself, not on the number of product instances. I added the QTY [x] @ [price] = [product subtotal] line to help ease user confusion about how things added up, and we had to come to a company consensus about product vs. item (the warehouse, the product catalog and accounting all used slightly different systems, contributing to the muddle)
- moved coupon handling to the cart so users could have an accurate total *before* they entered the checkout flow. We also had lots of different discount combinations to consider
   for example, shown here is an order that both qualifies for free shipping and is using a 10% off coupon

## 2. Guest Checkout

We added a guest checkout option for users who didn't want to create an account. Previously, we'd been forcing account creation and experiencing a high rate of dropoff and checkout abandonment.

← BACK TO STORE			
		CHECKOUT	
	New Customers Go ahead and checkout! You'll have the option to create a Squadlocker account at the end if you don't already have one. CONTINUE AS GUEST	Returning Customers Sign in to speed up the checkout process. Email Password Remember me Forgot your password?	
		SIGN IN	
	Need help? Check our FAQs or contact us. By placing your order, you	a gree to Squadlocker's Privacy Policy and Terms of Service. See Squadlocker's Return Policy.	

#### 3. General Streamlining and Evolution

- improved the visuals so that the user was unaware that they'd entered a separate part of the site and were now operating within a streamlined flow that minimized distraction (minimal headers and footers in the checkout funnel)
- updated and improved the forms
- added more options to shipping (smarter dropdowns, PO Box, APO and Canada form shifts)
- implemented a stepped flow in the mobile cart so that users weren't asked to do several things at once on a small screen unlike on the desktop, mobile flow presented shipping and payment on separate screens

← BACK TO STORE			
	CHECKOUT		
	Shipping Information	Order Details	
	Name  + Company (Optional)  Address Line 1  Street Number/Name  + Address Line 2 (Optional)  City  City  Cuntry  Phone Number  United States  V	WANOVELTY T LS         SIZE M BLACK         UTTLE PIGLET 28 (SLEEVE)         QTY 1 @ \$47.90         WOMEN'S NOVELTY T LS         SIZE S ROYAL         QTY 1 @ \$36.95         Subtotal (2 items):       \$84.85         Shipping:       \$15.00         Total:       USD SET \$99.85	
	Payment Information         All transactions are secure and encrypted.       Billing address same as Shipping         Card Number       Expiration       CW         Image: Secure and encrypted.       MM/YY       Image: Secure and encrypted.         Name on Card       Zip Code       Image: Secure and encrypted.         Email       Confirm Email       Image: Secure and encrypted.	Your order will leave our warehouse by [MM/DD/YYY] Orders ship standard delivery via FedEx (3-5 Days). PLACE ORDER Need to make a change? Return to your cart.	
	Need help? Check our FAQs or contact us. By placing your order, you agree to Squadlocker's Privacy Policy and Term	ns of Service. See Squadlocker's Return Policy.	

### 4. Address Verification

We added this step (which was missing from the site entirely before).

← BACK TO STORE	2		
	CHECKOU	т	
	Shipping Information New  Second State Sta	Other Details         Image:	
	Next help? Onext our FMD; or contact us. By placing your onlex, you agree to Squadcock	er's Privacy Policy and Terms of Service. See Spandlocker's Return Policy.	

### 5. Error Handling

We examined error handling and messaging for things like:

- fields required
- shipping issues
- billing issues like incorrect cards and invalid coupons

Previously, the site would rarely communicate errors, often timing out or becoming completely unresponsive, so this one was a particular triumph for me as far as improved user experience!



rder Details		
2	UA NOVELTY T LS SIZE M BLACK LITTLE PIGLET 28 (SLEEVE) QTY 1 @ \$47.90	\$47.90
2	UA WOMEN'S NOVELTY T SIZE S ROYAL QTY 1 @ \$36.95	LS \$36.95
Subtotal (2	items):	\$84.85
Shipping: Total:		\$15.00
FREE	SHIPPING ON ORDERS OVER \$125	φJ 9.0J
Your order w	ill leave our warehouse by [MM/DI	D/YYYY]
Orders ship	standard delivery via FedEx (3-5 E	Days).
There was a Please check th problem persis	problem processing your pa e card information that you provid ts, please contact your financial ins	<mark>yment.</mark> ed. If the titution.
	PLACE ORDER	
Need to	make a change? <b>Return to your ca</b>	art.

# 6. Improved Post-Order Experience

- implemented appropriate confirmations previously users were getting an email but no confirmation within the app
- provided users with an order summary, including product thumbnails and subtotals
- added an option for authenticated users to look up their order history

$\equiv$ Menu	
✤ BACK TO STORE	ORDER CONFIRMATION
	IN PREP       IN PRODUCTION       IN TRANSIT         We're preparing your logol       We're decorating your terms!       Your order is on the way!
	CONGRATULATIONS! Your order has been placed. We've sent an email confirmation to [email address].       GO TO MY DASHBOARD         We'll send another with tracking information once your order has shipped.       GO TO MY DASHBOARD         Order Number: 123456       BACK TO STORE         Scheduled to leave our warehouse by [MM/DD/YYYY] going to Warwick, RI.       BACK TO STORE         Your Order       Your Order
	Subtotal (2 items):     \$84.85       Shipping:     \$15.00       Total:     USD = \$99.85       Image: Subtotal (2 items):     Suppose \$99.85       Image: Suppose \$100 items \$100 i
	Questions?       Phone       Email       Chat         We're here for you 7 Days a Week!.       1-888-885-6253       Email       Chat       Chat with us live!
SQUAD	ABOUT     SALES & DECORATION     FOR THE CUSTOMER     POLICIES       About Us     Promotions     Customer Bill of Rights     Return Policy       Why Choose Us?     Fundraising     Payment Options     Privacy Policy       CEO Statement     Artwork & Decorations     Terms of Service       Management     GET IN TOUCH     In the News     FAQs       PARTNERSHIPS     Press Box     Careers     Company Partners       Brand Partners     In the News     FQ     Image: Service
	Copyright © 2017 Squadlocker

#### 7. Account Creation

Non-authenticated users were invited to create an account. We found that users were much more likely to do this after placing an order than they were at the beginning of the checkout flow.

$\equiv$ Menu				L O ITEMS
← BACK TO STORE		ORDER CONFIRMA	TION	
	CONGRATULATIONS! Your order has been placed. We to [email address]. We'll send another with trackin has shipped. Order Number: 123456 Scheduled to leave our warehouse by [MM/DD/YYY Orders ship standard delivery via FedEx (3-5 Days).	e've sent an email confirmation g information once your order Y] going to Warwick, RI.	Create an account (Optional) Enter a password to create a Squadlocke information for next time, and you'll be history and see your order status as it m Password	er account. We'll save your able to view your order noves through production.
	Subtotal (2 items):         \$84.85           Shipping:         \$15.00           Total:         uso == \$99.85		Confirm Password	
	UA NOVELTY T LS SIZE M BLACK LITTLE PIGLET 28 (SLEEVE) QTY 1 @ \$47.90	UA WOMEN'S NOVELTY SIZE S ROYAL QTY 1 @ \$36.95	T LS	
	Questions? We're here for you 7 Days a Week!.	Phone 1-888-885-6253	Email support@squadlocker.com	Chat Chat with us live!
	ABOUT About Us Why Choose Us? CEO Statement Management Testimonial PARTNERSHIPS Company Partners Brand Partners	SALES & DECORATION Promotions Fundraising Artwork & Decorations NEWS In the News Press Box	FOR THE CUSTOMER Customer Bill of Rights Payment Options GET IN TOUCH Contact Us FAQs Careers Sponsor Request ff v v v in	POLICIES Return Policy Privacy Policy Terms of Service

**In summary**, the creation of the cart was a significant improvement to the checkout flow and vastly improved both the user experience and several flows under the hood. As users, we take a lot of e-commerce site behaviors for granted, so it was a relief to implement what has become commonplace functionality within a long-neglected product.

# PROJECT: MOBILE STOREBUILDER STREAMLINING

SquadLocker dealt with online apparel. Users representing a team or a larger sports organization would build a custom store for themselves and then shop for gear and uniforms. When I started, the desktop storebuilder had evolved to be decently functional, but the mobile builder hadn't been touched in several years. Users were thrown right into the mobile storebuilder from an ad, without any education or product awareness. The mobile builder was buggy and often completely broken — unusable to the point where they'd slapped a warning on it saying TURN BACK NOW AND GO TO THE DESKTOP. So I streamlined it and made it useable. This was a huge endeavor that increased adoption rates, which was great, but for me the triumph came in evolving a 3yo flow that had been nothing but pain for the user.

We completely reevaluated the flow and the users — the original design work predated the implementation (by years in some cases) and it just wasn't representative of what the app was even doing at this point. For example, in the beginning, the goal had apparently been to aggressively target parents and get them to create an account so we could then bombard them with marketing. It wasn't related to a building a shopping experience at all. So it was time to take a better look at how our userbase and business goals had changed, and to improve the interface with those things in mind.



# 1. Clearer Choices

- designated clear first step. Under the hood, it didn't matter what the user did first — they could either upload a logo or add products. But this resulted in confusion and an incoherent interface, so we removed the neutrality and implemented the illusion of a stepped process that eliminated the cognitive noise of an unnecessary choice and offered a clear path forward
- cleaned up language, more productively introducing the user to product terminology. Before this, they had never seen the word "store" and suddenly we're aggressively talking to them about their store, resulting in nothing but confusion. We asked them to "name their design" and then used that as the name of their store without explanation or option to change
- offered the user the ability to choose their products. Before, the app auto-populated a new user's inventory with 100 randomly selected products (often completely irrelevant to their sport or the apparel they wanted) that they then had to manually remove one by one, which was hours of work

# 2. Improved Logo and Image Handling

We made the user and their logo choices a clear second step.

- cleaned up confusing language for example, previously the button had said EDIT YOUR LOGO (instead of upload) regardless of whether you'd added a logo yet
- added a logobank of existing images for users that had already uploaded logos. This was incredibly helpful for organizations and admins making multiple stores
- cleaned up some of the third party choices. We'd previously blasted users with TrustPilot reviews within the builder, but eliminated that distraction (clickbait of limited value at this stage of engagement). We improved what we were using for color detection and image manipulation (ex. removing white backgrounds from logos), and attempted to better explain these tools to the user



# 3. Making Things Generally Easier

The third and final step before store launch was a simple save. Before streamlining, we'd often lost users at this point due to confusion and commitment wariness about what they were doing (and if it was going to cost them time and/or money). The new flow resulted in admin users that felt much more confident about launching. Additionally, we:

- cleaned up forms, and integrated them so that they fed Salesforce for the Sales department, who had a goal of getting organizations to expand within our system and level up to multiple stores
- made it easier for users to edit, to add and remove products within Store Edit mode, and for them to highlight certain products as essential (ex. core components of a uniform)
- made it possible for admins to work with their store branding and change their settings (this hadn't existed previously). I re-used the logobank functionality here



# 4. A Storefront that Made Sense

We streamlined everything and gave the user a storefront that didn't confuse them.

- made prices and colors more clearly visible
- improved existing filtering and expanded filtering options
- added functionality so that the user could navigate within the storefront more effectively BACK TO STORE hadn't existed previously, and there had been no way to exit certain subflows or cancel actions.
- added better forms, clear statuses, and error messaging
- removed confusing icons that hadn't communicated effectively



In summary, we cleaned this up to the point where users were able to build their stores without pain, add customized products, and successfully open up their stores so teams could buy their uniforms. Basic functionality, but much, much more than we had before!

### **PROJECT: FUNDRAISING**

My team implemented a way for users to make payout requests for their fundraising money. Again, this sounds simple, but we didn't have it — our finance department cut paper checks and physically mailed them on a strictly quarterly basis to whoever's name was on the master account. We gave users expanded options involving when and how they could request, dividing payouts between multiple parties, and sending money to different team members — and honestly, we created an interface that hadn't existed in our app previously. Before this project, admins were just shown a flat total, without really knowing which products or promotions had generated which funds. So, simple but essential improvements resulted in a much more decent user experience. There were some things that we didn't get to with MVP, like eliminating paper checks entirely and giving users options like Apple Pay or store credits. There was certain functionality we weren't able to implement on mobile right out of the gate. But it was a good start!

A lot of the fundraising screens look very similar — what was visually mapped out were differing user paths (single-store admin, organization admin, combo admin, etc.) and very specific table shifts related to itemization. So I won't bore you with pages of Fundraising screens! Below shows an example of what a multi-store organization admin user would see after initiating a payout request.

		-				
			PUPPEI	RS		
Fundraising						
<b>Payout Request: Sel</b> Choose funds to incl	e <b>ct Funds</b> Ide in your Payout Reque	est.				
TOTA	L FUNDS AVAILABLE TO	ORG: \$40.28 REQUE	ST PAYOUT OF ALL	FUNDS	Total funds availa items, n	ble are a sum of funds raised by individual ot a percentage of total revenue.
	\$20.01 is pending. T	hese funds will be available once the	order has shipped.		\$10 minimum	n required for Payout Requests.
STORES IN PUPPERS ORGAN	IZATION					
Store Name			Pending	Available	Include in Selection	
∽ 🦹 Store	A		\$20.01	\$19.09		TOTAL SELECTED: \$36.58
> Order	#54323		\$0.00	\$5.00		REQUEST PAYOUT OF
V Order	#54322	PARTIALLY PAID OUT	\$0.00	\$14.09		SELECTED FUNDS
	info		\$0.00	\$2.05		
- Item	m info		\$0.00	\$12.04		
- Item - 3x Ite			(506)			
· Item · 3x Ite · Item	info	PAID OUT 7/14/19 · (ID #004				
- Item - 3x Ite - Item - Item	info info	PAID OUT 7/14/19 - (ID #004 PAID OUT 7/14/19 - (ID #004	1506)			
<ul> <li>Item</li> <li>3x Ite</li> <li>Item</li> <li>Item</li> <li>Order</li> </ul>	info info #54321	PAID OUT 7/14/19 · (ID #004 PAID OUT 7/14/19 · (ID #004 PAYOUT REQUESTED	\$20.01	\$0.00		
<ul> <li>Item</li> <li>3x Ite</li> <li>Item</li> <li>Item</li> <li>Order</li> <li>Store</li> </ul>	info info #54321 B	PAID OUT 7/14/19 - (ID #004 PAID OUT 7/14/19 - (ID #004 PAYOUT REQUESTED	\$20.01	\$0.00 \$3.70		

**In conclusion**, while these projects might not be directly relevant to your product, they demonstrate that I am able to work with complex sets of info, that I'm able to work within the limitations of an existing product, and that my mission is always to make things as clear as possible for the user.

Thank you for your consideration!

Cheers, Kate