# Converge - Cart Page

## UX Case Study

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## Introduction

Converge is a B2B, white-label site geared towards mid-sized businesses helping with company branded apparel, signage, and other business materials.The Converge website is currently undergoing a total redesign in efforts to modernize the platform, update user experience and accessibility.

## Business Impact

Helping modernize the current Converge website through improving the User Experience based on diverse research and Accessibility best practices.

### Context

- 2 months
- Full redemption design work
- Working in an agile methodology, 2 week sprints
- UX/UI Designer

### My Role

- Responsive low-high fidelity wireframes
- Hi-fidelity final designs and documentation
- High level research

### Tools Used

- Figma
- Miro
- Raymond Institute
- Nielsen Norman Group Website
- WCAG Guidelines

### Team

- 6/7 - Lead UX Designer
- 1/7 - Product Manager
- 1 Scrumm - UI Designer
- 1 Charlie - Accessibility Specialist

# Context

## Project Scope

As this project is projected to take 2 years, this case study will cover only a small portion of the process, the Cart Page early adoption. Prior to this project, the Converge team had conducted a comprehensive research study and created a prototype for the b2b/b2c/wholesal page that had previously been combined. The main problem areas uncovered in the heuristic review of the cart prototype were:

- The Cart and Checkout content were on the same page creating a long scroll and unclear navigation.
- Busy UI (w/ multiple dividers lines in the cards)
- Inconsistent iconography and text

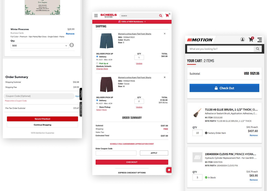
While this project encompassed all device sizes, for this case study I will focus on mobile only.

## Grid System

The Design Library utilized in this project was the Materialize 3 Design Kit. Early on in the process, Development decided on a 12 column grid for all sizes of screens XS - XL.

## Inspirations

Inspiration for the Cart Page was drawn from other E commerce sites that showcased simplistic design choices as well as the current Converge platform.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