



ZenSár

Revamp ecommerce site to improve user and business experience

CASE STUDY

RWD For a Leading Bookseller

Client is a leading ecommerce bookseller in Asia Pacific region, with over 85 stores in Australia and Hong Kong. Client wished to revamp their website to improve the overall user experience, business experience.

How did Zensar bring about the visible transformation?

User research was carried out to understand the buying patterns and how the categories are arranged the, search pattern of users and their motivation to become a booklover. Redesigned navigation structure, created low fidelity wireframes and tested with real users, and added new "Add to Cart" and "Buy" functionality. Considering the responsive web design approach and company's branding, prototypes were created. All smartphones and tablet screen resolutions were considered. Code quality and version was validated as per W3C standards. Symantec HTML was used. We ensured the code is optimized across browsers.

Company:

A leading ecommerce bookseller in Asia Pacific region, with over 85 stores in Australia and Hong Kong.

Business Benefits

- Improved "Buy" process, responsive UI, search process and relevant results.
- Promotion engines by suggesting appropriate titles based on browsing behavior.
- Single view for customers on all past purchases, booklover points, redemption, order history etc.
- Upselling.
- Easy checkout

Top Benefits Achieved

Improved
'Buy'
process

Behaviour
based
browsing
suggestions

Upselling
and easy
checkouts