



*Building a simplified, thought-through e-commerce solution for the humane and eco-friendly retail space.*

The background features several overlapping, semi-transparent images of smartphones. One phone in the upper left shows a registration or checkout form with fields for 'Email', 'Phone Number', 'Address', 'City, Province', 'Country', and 'Postal Code'. Another phone in the center shows a 'Payment' screen with a 'PayPal' button and a 'Credit / Debit' card input area. A third phone in the lower right shows an 'Order Summary' screen with a list of articles: 'Article 3.0', 'Article 7.0', 'Article 9.0', and 'Article 12.0'. A fourth phone in the lower left shows a dark screen with the 'LOOP' logo, which consists of a stylized infinity symbol above the word 'LOOP'.

## The Problem

An overly complicated user flow which created frustrations for the users in the e-commerce experience and eventual loss of sales.

## The Solution

Simplification and moderation of pages, focused more on quality rather than quantity. Each element on the page is carefully curated to a hierarchy of importance, allowing the user to flow with ease from the browsing phase to the final purchase.

# LOOP

## New User Flow Diagram



# Sample User Flow





11:11

### Billing Address

Same as Shipping

**Contact**

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

**Address**

Address \_\_\_\_\_

City, Province \_\_\_\_\_

Country \_\_\_\_\_

Postal Code \_\_\_\_\_

[continue to payment](#)

11:11

### Payment

**Payment Details**

Card Number \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Expiry Date \_\_\_\_\_

CVC \_\_\_\_\_

**Order Summary**

Article 3.0	x1
Article 7.0	x1
Article 9.0	x1
Article 12.0	x1

SCROLL

11:11

Cardholder Name \_\_\_\_\_

Expiry Date \_\_\_\_\_


CVC \_\_\_\_\_

**Order Summary**

Article 3.0	x1
Article 7.0	x1
Article 9.0	x1
Article 12.0	x1

**Total** **\$238.00**

[confirm and pay](#)

  
men women children


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11:11

## Success!

Thank you for your order!

[return home](#) [continue shopping](#)

  
men women children

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*Shop with ease, finding your favourite, ethical fashion pieces.*

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**LOOP**

A dark-colored smartphone is shown at an angle, tilted towards the bottom right. The screen is lit up and displays the LOOP logo in white. The logo consists of a stylized infinity symbol or a continuous loop above the word "LOOP" in a bold, sans-serif font. The phone's camera and earpiece are visible at the top edge of the screen.

**LOOP**