

Case Study: Dealer Direct Parts

UX Design

Developed Category Leading OEM Parts Website

10

Usability
Participants

7

Million
SKUs

4

Global
Brands

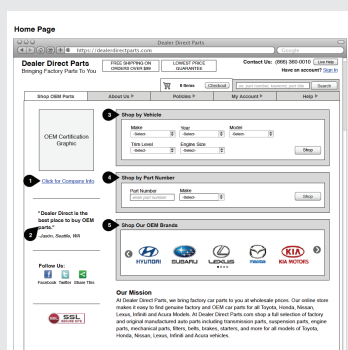
28%

Increase in
Revenue

Online OEM auto parts store was seeking to leverage their unique position as a wholesale parts provider and expand their offering to a National consumer base. Current platform was not adequately branded, positioned, nor designed to manage millions of SKUs.

Cost Overview				
Partner	Project	Cost	Upfront Terms	
Blink Interactive	User Experience (UX)	\$57,000	1/3 = \$19K	
Destination Marketing	Design	\$15,400	50% = \$7K (remainder due upon completion of design phase)	
Destination Marketing	Project Management	\$9,600		
Destination Marketing	SEO (Phase 1)	\$1,000		
Sumo Heavy	Development	\$100-130K	20% = \$20K (2wks thereafter)	
Total		\$221-251K	\$77K	

Phase	Deliverables	Time
Project Discovery	• The Sumo and Destination teams will meet with the DDP team and properly finalize all the design and technical requirements for this project. Deliverable: Finalize workflow, site functions, and marketing plans	2 weeks
UX Discovery	• Review existing application, materials & user profiles • Meet with internal stakeholders Deliverable: Project brief document	2 weeks
Interaction Design	• Screen flow diagrams of major flows • Wireframe prototype of major flows • Regular review & collaboration meetings Deliverable: Final Wireframe Prototype	4 weeks
Prototype Usability Testing	• Participant screening, recruiting & scheduling • Testing session guide/script creation • Two days of prototype testing at Blink's Seattle labs • Moderation of 8 - 10 testing sessions of 60 minutes • Digital and DDP recording of all sessions Deliverable: Findings & Recommendations Regline Summary	2 weeks
Color/Logo	• Destination Marketing will design logos and color palette for DDP.com and all sub sites if that is required	3 weeks



Process – Researched competition. Developed a differentiating ID package that was bold, unique and embodied the characteristics of a category leader. Undertook rigorous and thorough UX process to elicit user-feedback and establish foundation for site design, to include testing and refinement. Resulting in a current, easy to navigate design.

Solution – Assembled team of proven experts to collaborate and deliver the best product possible. Customized the Magento platform to accommodate heavy data load. Created a brand mark that embodied the national scope of the offering. Developed a progressive, user-centric online experience, derived from consumer feedback and behaviors.

Measurement – Internal brand audit led to product positioning strategy. Conducted usability study utilizing carefully screened participants to gain insights to establish design outcome. Paper mockups, timed scenarios and interviews to test and confirm user-behaviors. GA measured conversions post launch to measure YOY growth performance.

Conclusion – Comprehensive usability testing ensured a positive, user experience. Progressive design positioned brand as a category leader. Database designed to accommodate 7+ millions SKUs, four major brands, shared across four URLs. YOY growth of 28% for three consecutive years.

Chris Settle Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**