

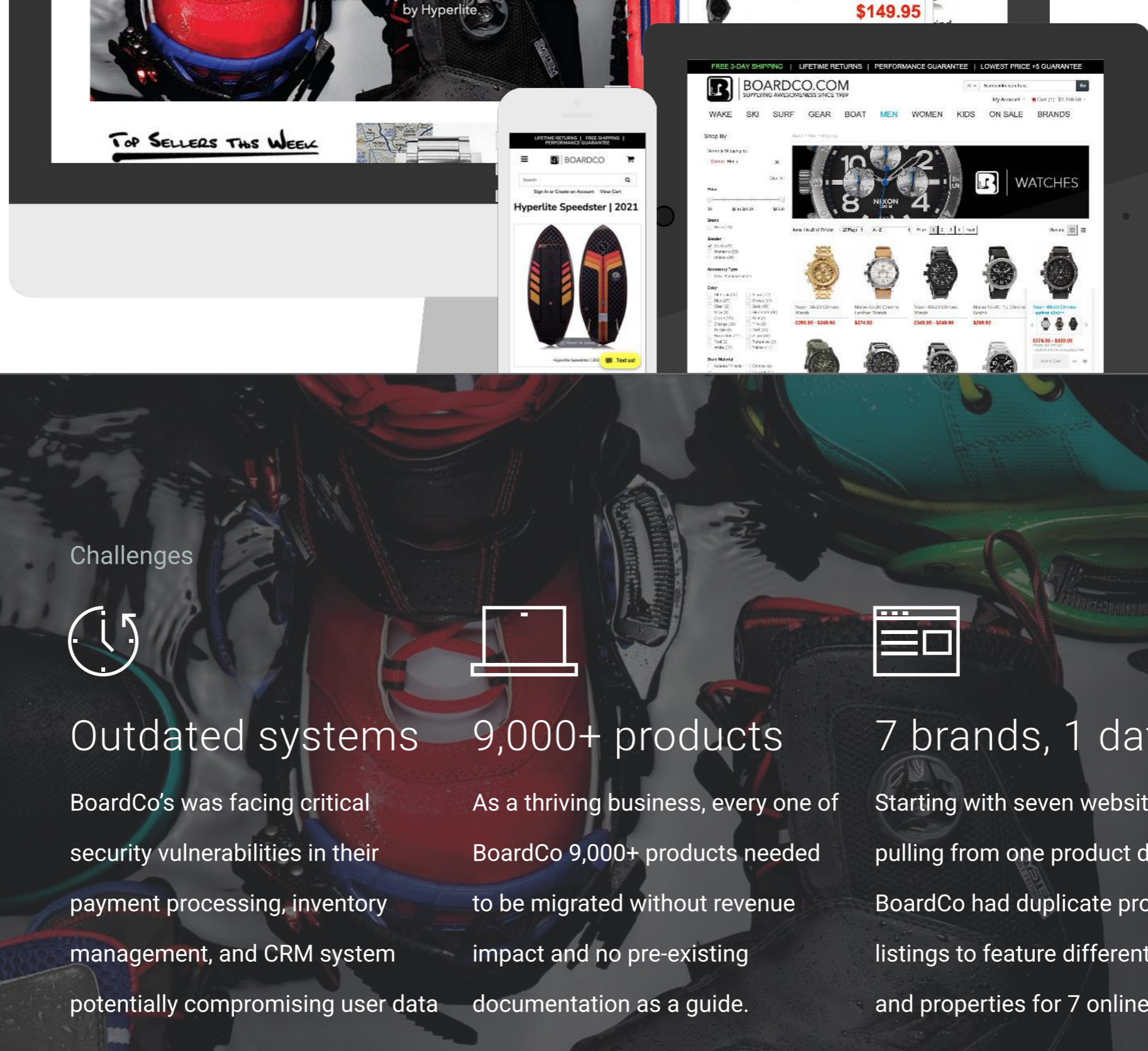
# BoardCo

DEC 2014 - MAY 2015 | TEAMS: PM, DEV, & ME | MY ROLE: TOYBOX MEDIA FOUNDER & UX DESIGNER

The client

## Discover BoardCo

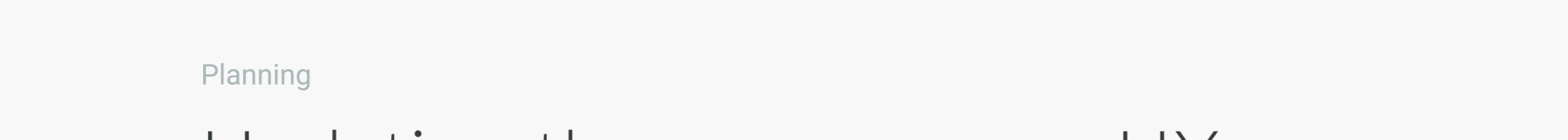
Since 1989, BoardCo has specialized in wakeboarding and waterskiing with some of the best riders and the most knowledgeable staff in the industry. As Founder and UX Designer at ToyboxMedia, I worked with my Product Manager to identify and solve BoardCo's UX problems and create success metrics to help their business scale. Then I redesigned and developed the front-end for the new BoardCo website while pairing with my back-end developer to implement a new theme and plugins.



### Challenges

- Outdated systems
- 9,000+ products
- 7 brands, 1 database

BoardCo's was facing critical security vulnerabilities in their payment processing, inventory management, and CRM system potentially compromising user data. As a thriving business, every one of BoardCo 9,000+ products needed to be migrated without revenue impact and no pre-existing documentation as a guide. Starting with seven websites pulling from one product database, BoardCo had duplicate product listings to feature different prices and properties for 7 online stores.



Planning

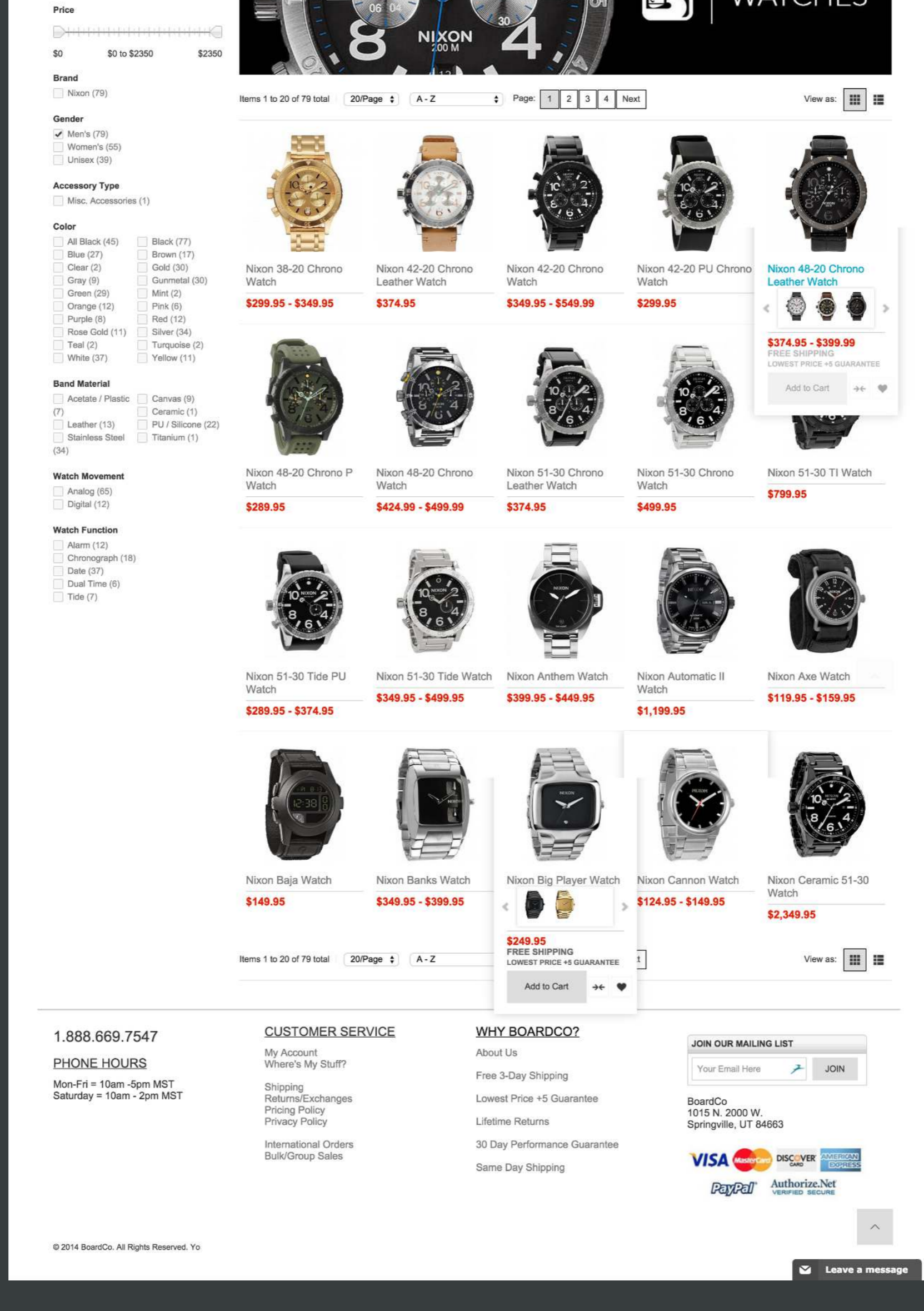
## Updating the e-commerce UX

Fortunately, BoardCo had a large and loyal customer base purchasing products on their website for years, resulting in rich Analytics data to influence our redesign. We decided to introduce new features to resolve existing experience issues, and update the design to make it modern and responsive on mobile devices. We agreed to design and implement more robust eCommerce features such as: predictive search suggestions, product filters, streamlined product pages, and improved checkout with shipping and tax calculators. Working with the BoardCo team and my back-end developer, we proposed a new, more secure back-end system combining Lightspeed and Magento shopping cart systems across all 7 sites, while migrating product info into one database.

The website

## New site and features

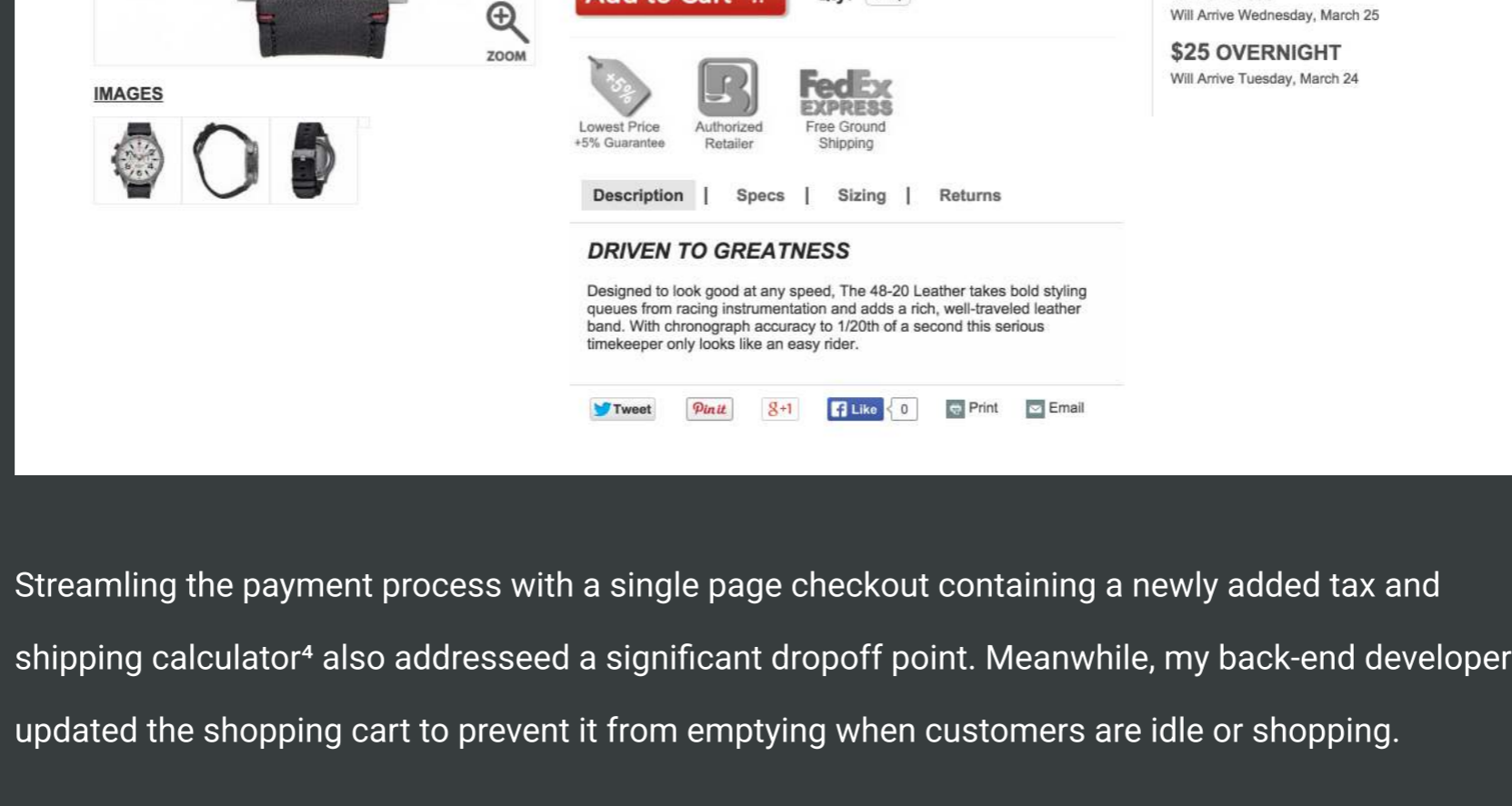
To improve BoardCo's shopping experience, I added "shop by" filters and suggestive search so customers can now filter search results by price range, gender, brand, color, and more.<sup>1</sup> I also added additional info on product rollovers for quick and easy access.<sup>2</sup>



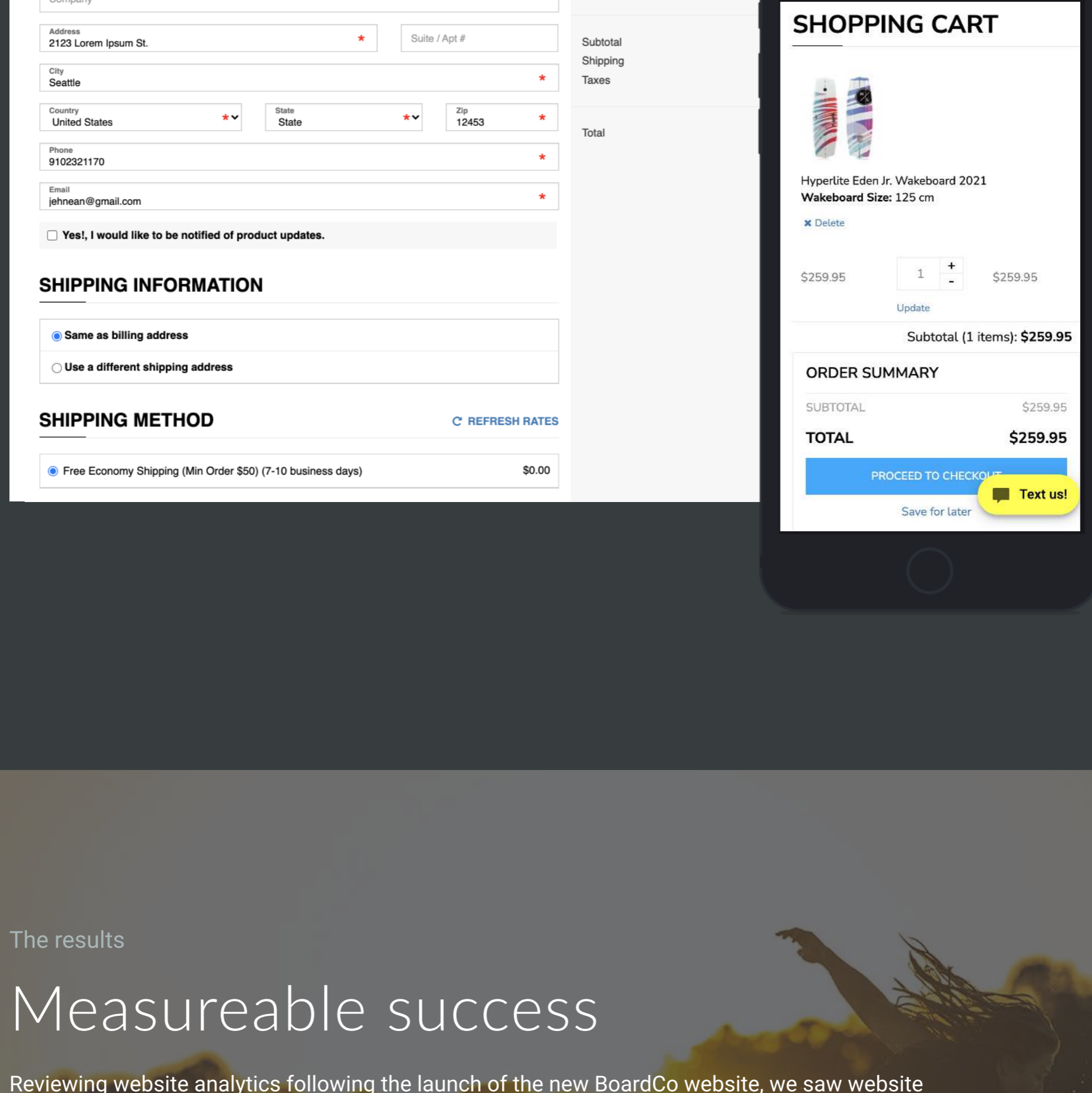
Another feature I added to the search experience was a list of prompted, real-time results when typing relevant terms in the search field.<sup>3</sup>



Reviewing analytics from BoardCo's previous website, we concluded product pages caused the most confusion and had the highest dropoff rates for customers. Based on an existing dropoff points, I designed a custom, easy to use selection and add to cart feature,<sup>3</sup> so customers no longer have to select product size if there is only one size option. We also agreed to remove upselling features, as they were leading to the highest drop off rates.



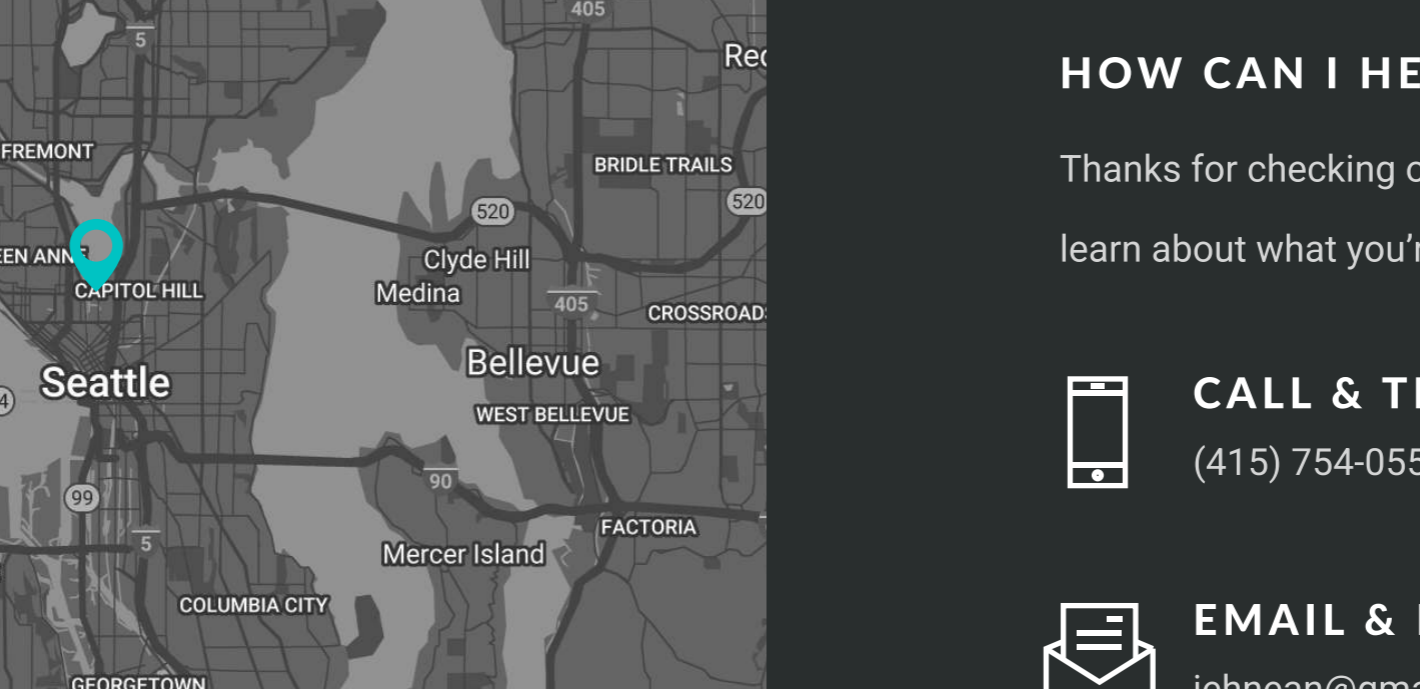
Streamlining the payment process with a single page checkout containing a newly added tax and shipping calculator<sup>4</sup> also addressed a significant dropoff point. Meanwhile, my back-end developer updated the shopping cart to prevent it from emptying when customers are idle or shopping.



The results

## Measureable success

Reviewing website analytics following the launch of the new BoardCo website, we saw website traffic increase by 400%. BoardCo reports improved customer engagement and ease-of-use in utilizing their online store. After the new site launch BoardCo saw sales increase by over \$170,000 in just the first month.



Want to see BoardCo in the wild? [VISIT BOARDCO.COM](https://www.boardco.com)



**HOW CAN I HELP?**  
Thanks for checking out my work. I'd love to learn about what you're doing!

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