

Advanced Shipping UX

August 2022

Shipping - Current State

Chocolate Chip Banana Bread Mix \$9.99 18%

Shipping cost

Supplier's shipping rate
Canal recommends this option. Customer is offered the same shipping rates that Buy Go Bananas LLC has set up on their website.

Fixed rate per order
Charge a fixed shipping rate for each order containing Buy Go Bananas LLC products.

Rate (\$) Charged per order

Free shipping
Supplier agrees to offer free shipping for these products; neither you nor your customers pay shipping. The Supplier covers it.

Let Buy Go Bananas LLC know why you'd like to propose different shipping costs for their products on your site. (Optional)

e.g., my website offers free shipping and I want to stay consistent with that, etc.

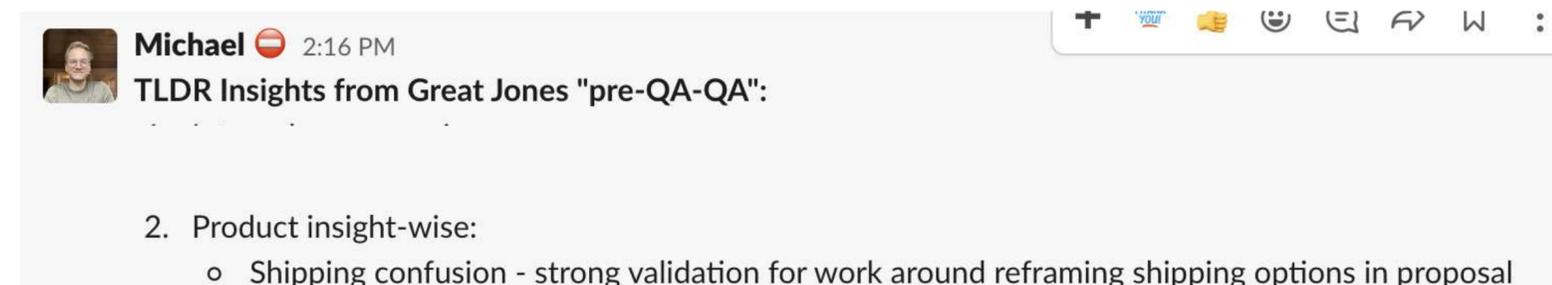
0/500

Cancel Save

Problem

Shipping is confusing for our users. They often make mistakes and reach out to our support team about unexpected costs, clarifying questions, and requests for different shipping options.

The messaging in our app and in proposal flows does not align with the reality of what we're capable of doing for our customers.



Pain points:

- I set up shipping incorrectly
- I thought free shipping meant the customer was charged 0
- I thought the customer was also charged a flat rate?
- What does passthrough really mean?

Goal of this meeting: finalize our path forward!

Feedback from last week's meeting:

1. Lot's of copy that may confuse user
2. Left/right side UI doubts - the selections aren't clear/are hard to understand - it's mismatched/lacks alignment
3. The user won't associate the "shipping policy" with what's happening in the selection

Shipping settings

Choose what you would like to charge your customer and pay the Supplier to cover shipping costs for orders containing Coava Coffee's products. ⓘ



Coava Coffee's shipping policy:

We offer \$5.99 shipping for carts less than \$100. Free shipping on orders over \$100.

What do you want to charge your customer? ⓘ



Pass through shipping (recommended)

Your customer is charged the dynamic shipping rate from Claire's Coffee's website.



Flat rate shipping

Set a flat rate to charge your customers for Claire's Coffee's products.

What do you want to pay Claire's Coffee? ⓘ



Pass through shipping (recommended)

You pay Claire's Coffee the dynamic shipping rate from their website.



Flat rate shipping

Pay a flat rate to Claire's Coffee for their shipping costs.



Free shipping contribution (coming soon)

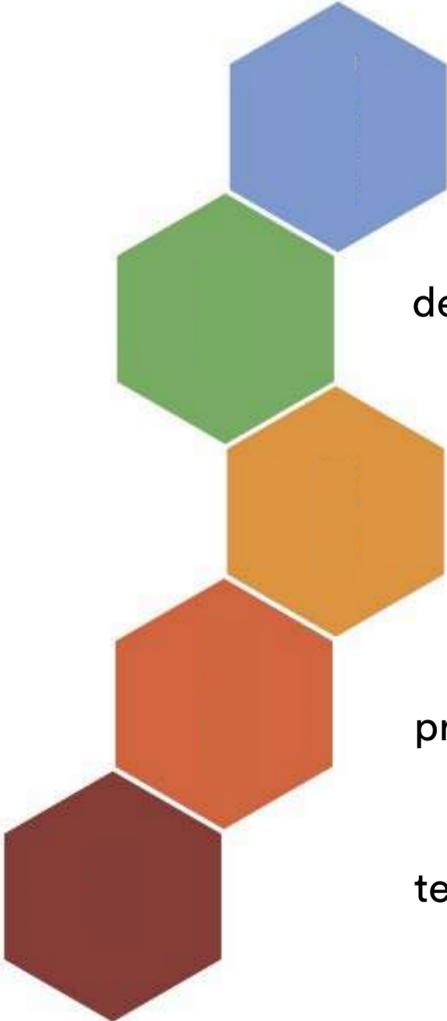
I don't want [brand]'s products to count toward my sites' free shipping threshold.

User stories

1. As a user, I want to charge the customer and pay the Supplier, the same rate the Supplier has on their site
2. As a user, I want to charge the customer a fixed amount and pay the Supplier the same rate the Supplier has on their site
3. As a user, I want to charge the customer a fixed amount and pay the Supplier a fixed amount
4. As a user, I want to charge the customer nothing and pay the Supplier the same rate the Supplier has on their site
5. As a user, I want to charge the customer nothing and pay the Supplier nothing



Design process



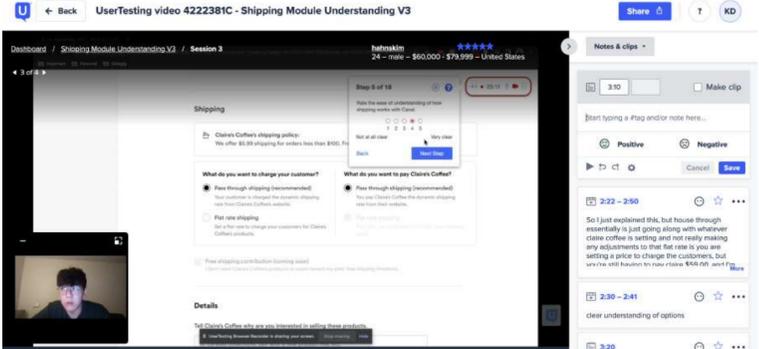
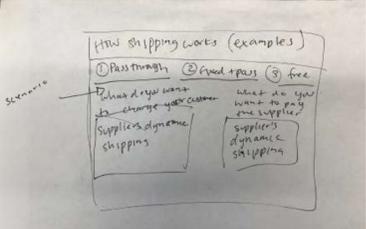
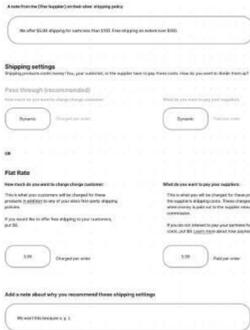
empathize w/ user research

define - PRD

ideate w/ sketches

prototype on figma

test w/ 



User test - round 1

Shipping settings

Choose what you would like to charge your customer and pay the Supplier to cover shipping costs for orders containing Claire's Coffe's products. ⓘ

 **Claire's Coffee's shipping policy:**
We offer \$5.99 shipping for carts less than \$100. Free shipping on orders over \$100.

What do you want to charge your customer?

- Pass through shipping (recommended)**
Your customer is charged the dynamic shipping rate from Claire's Coffee's website.
- Flat rate shipping**
Set a flat rate to charge your customers for Claire's Coffee's products.

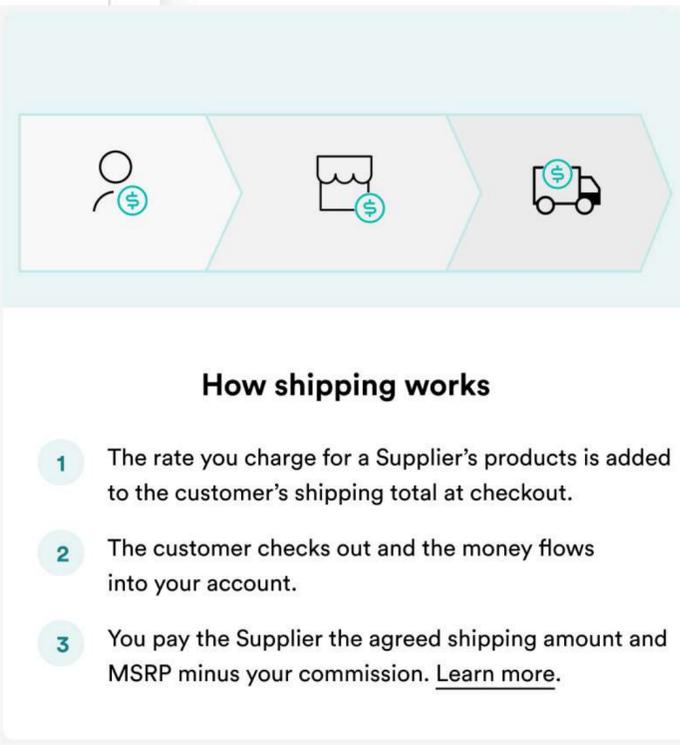
What do you want to pay Claire's Coffee?

- Pass through shipping (recommended)**
You pay Claire's Coffee the dynamic shipping rate from their website.
- Flat rate shipping**
Pay a flat rate to Claire's Coffee for their shipping costs.

Free shipping contribution (coming soon)
I don't want [brand]'s products to count toward my sites' free shipping threshold.

Takeaways

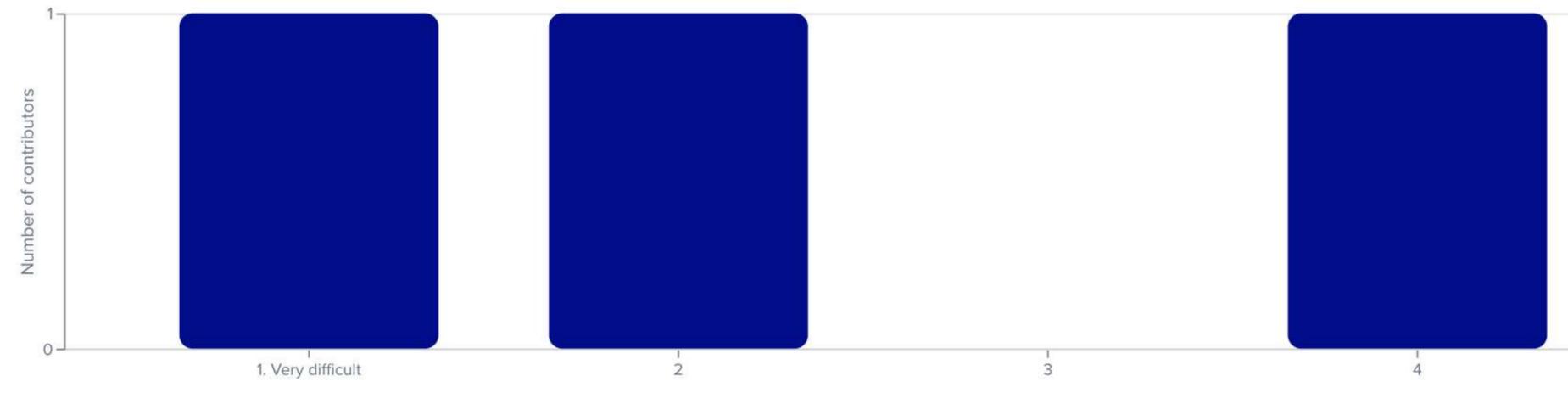
- Each shipping setting needed more context
- Split design wasn't as intuitive because of the copy
- "I understood it until I read the copy"
- Learned how to use usertesting better and frame scenarios



V 1 stats

18 Rating scale question

Rate the ease of setting up the desired shipping settings in each of the scenarios.



Fixes for V2

- Clear copy
- Less text, less distractions

User test - round 2

Shipping



Claire's Coffee's shipping policy:

We offer \$5.99 shipping for orders less than \$100. Free shipping on orders over \$100.

What do you want to charge your customer?



Pass through shipping (recommended)

Your customer is charged the dynamic shipping rate from Claire's Coffee's website.



Flat rate shipping

Set a flat rate to charge your customers for Claire's Coffee's products.

What do you want to pay Claire's Coffee?



Pass through shipping (recommended)

You pay Claire's Coffee the dynamic shipping rate from their website.



Flat rate shipping

Pay a flat rate to Claire's Coffee for their shipping costs.



Free shipping contribution (coming soon)

I don't want Claire's Coffee's products to count toward my sites' free shipping threshold.

Takeaways -

Pass-through not clear

- "I would like more detail about the Pass through shipping"

Want to see examples

Changed questions to "do you think this option is fair" to test decision making/relationship building

Hear what Kim thought.

V 2 stats

Rate the ease of setting up the desired shipping settings in each of the scenarios.



Fixes for V2

- Example scenarios
- “It was easy to decide how to charge the customer and Claire’s Coffee.”

Things are getting clearer, but there’s still room for improvement.

User test - round 3

Shipping

* **Summary of Claire's Coffee's shipping policy**
We offer \$5.99 shipping for orders less than \$100. Free shipping on orders over \$100.

What do you want to charge your customer?

Claire's Coffee's dynamic rate*
Your customer is charged the same shipping rate on Claire's Coffee's website (recommended).

Custom flat rate
Set a flat rate to charge your customers for Claire's Coffee's products.

What do you want to pay Claire's Coffee?

Claire's Coffee's dynamic rate*
You pay Claire's Coffee the shipping rate on their website (recommended).

Custom flat rate
Set a flat rate to pay Claire's Coffee for their shipping.

If you want to enable this option, select flat-rate for the customer.

[See examples of shipping options](#) or [contact us](#) for more information.

Free shipping contribution (coming soon)
I don't want Claire's Coffee's products.

Example shipping options

Supplier's dynamic rate Flat + dynamic rate Free shipping

If you want to charge your customer the exact same shipping that the Supplier offers on their site and pay the Supplier that same amount, you would select:

What do you want to charge your customer?

Claire's Coffee's dynamic rate (recommended)
Your customer is charged the dynamic shipping rate on Claire's Coffee's website *

What do you want to pay Claire's Coffee?

Claire's Coffee's dynamic rate (recommended)
You pay Claire's Coffee the dynamic shipping rate on their website *

Still have questions? [Learn more](#) about shipping.

Takeaways -

Things are clear!

People used the modal in unexpected ways.

Hear what people thought of the modal.

There's still tiny things:

- Help center article
- Shipping note
 - “Suggested arrangements based on the shipping policy, or other notes from the merchant on the terms they would/would not be willing to accept”
- Threshold option copy
 - “Add language that there is a workaround for Free Shipping”

V 3 stats

Rate the ease of setting up the desired shipping settings in each of the scenarios.

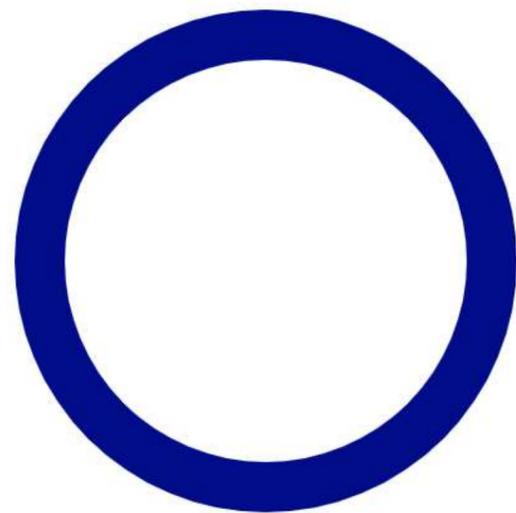


80 %

said shipping is very easy

*some confusion around the difference between free shipping and free shipping threshold.

Did you complete the task successfully?



■ Yes, I'm sure I completed the entire task successfully. (4)

100 %

performed all shipping tasks successfully

Final proposed design

Shipping

* Summary of Claire's Coffee's shipping policy

We offer \$5.99 shipping for orders less than \$100. Free shipping on orders over \$100.

What do you want to charge your customer?

- Claire's Coffee's dynamic rate*
Your customer is charged the same shipping rate on Claire's Coffee's website (recommended).
- Custom flat rate shipping
Set a flat rate to charge your customers for Claire's Coffee's products.

What do you want to pay Claire's Coffee?

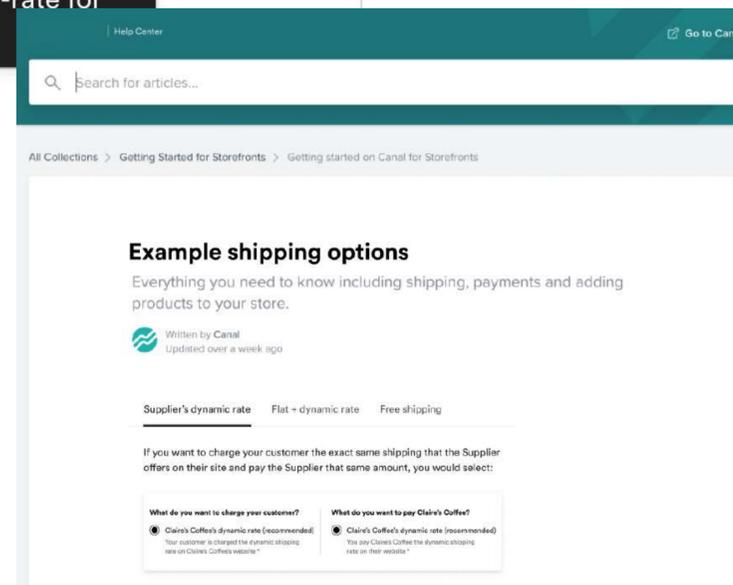
- Claire's Coffee's dynamic rate*
You pay Claire's Coffee the dynamic shipping rate on their website (recommended).
- Custom flat rate shipping
Set a flat rate to pay your shipping

If you want to enable this option, select flat-rate for the customer.

[See examples of shipping options](#) or [contact us](#) for more information.

Shipping threshold (coming soon)

I don't want Claire's Coffee's products to count toward my sites' free shipping threshold.



Features:

- Side by side UI is a **big hit.**
- Clear connection between dynamic rate and shipping policy
- Shipping options called:
[SUP]'s dynamic rate
Custom flat rate
- Hover states for all disabled states
- Clear examples link out to HC in a new tab,
we can also include videos as requested.
 - “Add a video that explains the entire process”
- Shipping threshold

Prototype

Shipping

* Summary of Claire's Coffee's shipping policy

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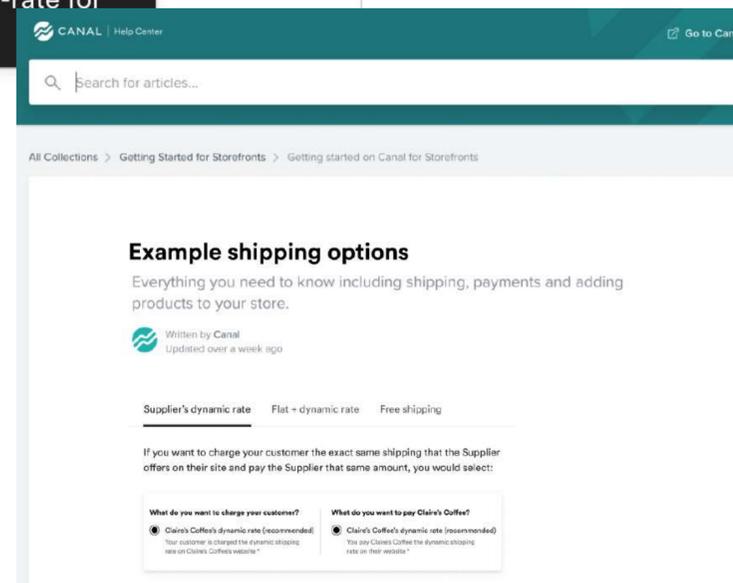
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See [examples of shipping options](#) or [contact us](#) for more information.

Shipping threshold (coming soon)

I don't want Claire's Coffee's products to count toward my sites' free shipping threshold.



Prototype

Goal:

✓ Language - people understand how shippings works on canal

✓ Customization - people can see through examples what to do - no need to reach out to someone

Next steps

Immediate question

Are we comfortable moving forward with this iteration?

Larger question

How do we get the right person in the app?

Future steps

Continually listen to our brands to optimize the design and copy as needed

The screenshot shows a web browser window displaying a Figma prototype for Omsom's shipping policy configuration. The browser address bar shows the URL: `figma.com/proto/SmtKZh4ujuiQr4tvfxJc97/SK-%26-SUP---Advanced-shipping?page-id=284%3A80779&no...`. The page content is titled "Shipping" and includes the following sections:

- Omsom's shipping policy:** We offer \$5.99 shipping for orders less than \$100. Free shipping on orders over \$100.
- What do you want to charge your customer?**
 - Pass through shipping (recommended)
Your customer is charged the dynamic shipping rate from Omsom's website.
 - Flat rate shipping
Set a flat rate to charge your customers for Omsom's products.
Rate (\$): Charged per order
- What do you want to pay Omsom?**
 - Pass through shipping (recommended)
You pay Omsom the dynamic shipping rate from their website.
 - Flat rate shipping
Pay a flat rate to Omsom for their shipping costs.
- Free shipping contribution (coming soon)
I don't want Omsom's products to count toward my sites' free shipping threshold.

A video call inset on the right side of the screen shows Lauren Masur, a woman with long brown hair, wearing a dark top, speaking. Her name "Lauren Masur" is visible in the bottom left corner of the video frame.

“I now understand it, after you explained the various scenarios.” - Lauren, Anyday

Next steps

Immediate question

Are we comfortable moving forward with this iteration?

Larger question

How do we get the right person in the app?

Future steps

Continually listen to our brands to optimize the design and copy as needed

The screenshot shows a web browser window displaying a Figma prototype for Omsom's shipping policy configuration. The browser's address bar shows the URL: `figma.com/proto/SmtKZh4ujuiQr4tvfxJc97/SK-%26-SUP---Advanced-shipping?page-id=284%3A80779&no...`. The browser's tab is titled "usertesting - omsom - SK". The browser's bookmark bar includes "Gmail", "Anyday", "Notion", "Tools", "Social", "Photos/Videos", "Influencers", "Presentations", "Spreadsheets", and "Personal".

The main content of the prototype is titled "Shipping" and includes the following sections:

- Omsom's shipping policy:** We offer \$5.99 shipping for orders less than \$100. Free shipping on orders over \$100.
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Pay a flat rate to Omsom for their shipping costs.
- Free shipping contribution (coming soon)
I don't want Omsom's products to count toward my sites' free shipping threshold.

On the right side of the screenshot, there is a video call overlay showing a woman named Lauren Masur. She is wearing a dark top and has her name "Lauren Masur" displayed at the bottom of the video frame.

“I now understand it, after you explained the various scenarios.” - Lauren, Anyday

Side project: building our app copy guidelines

The screenshot shows the Curio Collectibles app interface for the Lemon Perfect brand. The interface includes a navigation bar with options like 'Discover', 'Inventory', 'My Suppliers', 'Proposals', 'Invite a Brand', and 'Insights'. The main content area features a large image of lemons and the Lemon Perfect logo. Below the image, there is a description of the brand: 'Lemon Perfect Food & Beverage, Sparkling & Flavored. A natural twist on classic lemonade with all the flavor and none of the sugar. Naturally refreshing cold-pressed lemon water with hydrating electrolytes and essential antioxidants. Lemons never tasted this good.' There are also social media links for Instagram and a return policy link.

Annotations on the left side of the screenshot include:

- Orange box:** "I wish we said something about how the SK can sell these products" and "These are the products of Lemon Perfect that you can sell through Canal".
- Green box:** "At least" feels confusing... Under "select products to sell" -- feels like opportunity to push people toward understanding.
- Blue box:** bring back the dollar amount in addition to the rate!
- Red box:** 1. I feel like "Earn atleast 15%" Should just say "Earn 15%." Then the pop up says something like "This is the default Lemon Perfect commission, but negotiate in the next step" or pop up could just say "This is Lemon Perfect's default commission". 2. Is % better than dollar amount? I think both could be beneficial.
- Orange box:** Adding an aspect of personalization (so to speak) to call out who is earning here would be great: "SK earns X%" "You earn 5X"

Brainstorm with my team on where we could improve the copy of the app based on my findings from user research



In-App Copy Guidelines

Writing app copy? This guide will help you follow UX writing best practices and keep us brand and tone aligned.

Writing User Centered App Copy

[Know your audience](#)

[Use second person POV](#)

[Use present tense](#)

[Use active voice](#)

[Begin with the objective](#)

[Use specific verbs](#)

[Use consistency](#)

[Use numerals](#)

[Focus on benefits, not features](#)

Resulted in starting our in house copy system - a work in progress!