

Clarity



DIANE A STAMP

Striped cotton and silk-blend



\$2380



Choose your size



ADD TO BAG



Case Study - HABBITZZ

UX Design & Front-end Implementation

Project Background

PCCW was planning to launch its new eCommerce platform — HABBITZZ to provide Hong Kong customers a brand-new online shopping experience.

Clarity participated at an early stage of the project, to contribute our specialities in the following areas:

- Defined the features of the platform
- Led the design of the platform
- Designed the user experience (UX) of the web and mobile app
- Implemented the front-end of the platform

PCCW Solutions[®]



HABBITZZ

EXPERIENCE A NEW WAY
OF SHOPPING

The Challenges

At an early stage

As the project was at an early idea stage, everything was not consolidated and we had to adapt to the changes quickly. For example, there were no branding materials available and we have to deliver our design by following the initial brand image.

Personalised experience

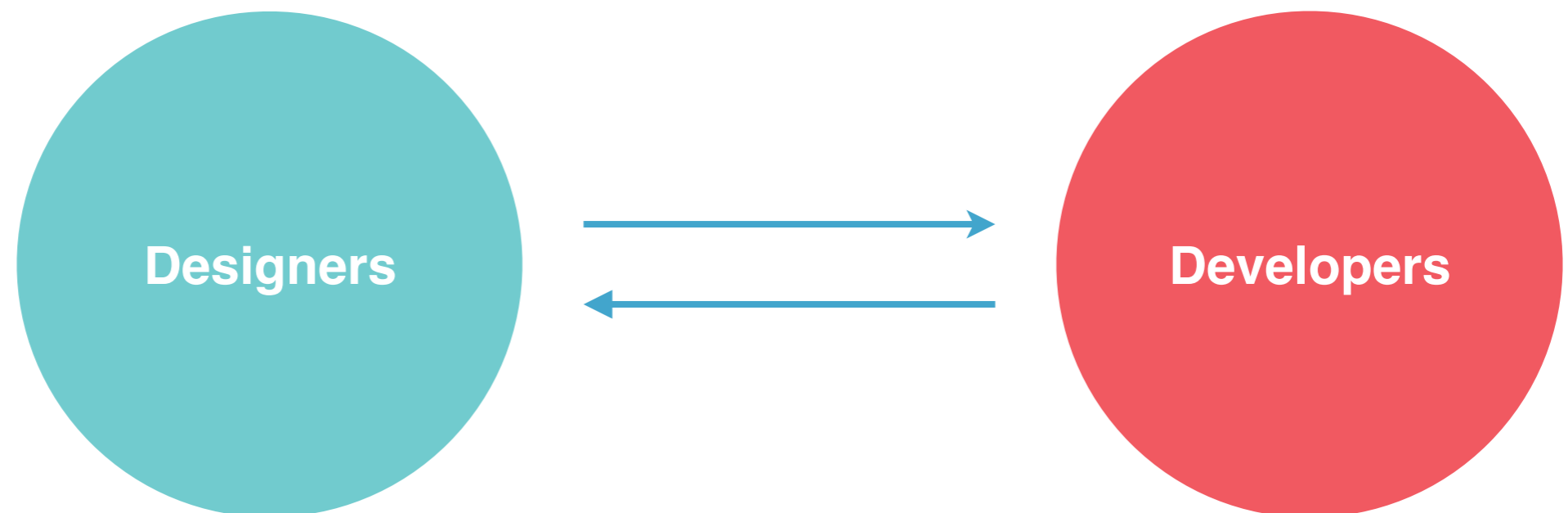
With this new eCommerce platform, PCCW wanted to create a personalised experience for every visitor. They wanted the platform to be able to display the products that can capture the visitors' interest and fit their preference.

Personalised Shopping Experience

To create a personalised shopping experience, it required the input from two different teams — developers and designers.

For developers, we needed to understand what could be done by the algorithms on the backend. For example, what data should we collect, and how to use those data for product display.

For designers, we had to think of the overall user experience, such as the way to categorise product, and the structure of product display. All these are crucial to help maximise the conversion.



Personalised Shopping Experience

We created different themes for HABBITZZ to categorise their product and show to different users according to their past activities on the platform.



Clara Lam

Virtual Customer of HABBITZZ

Colour preference: Red

Hobbies: Travel

Sales Items

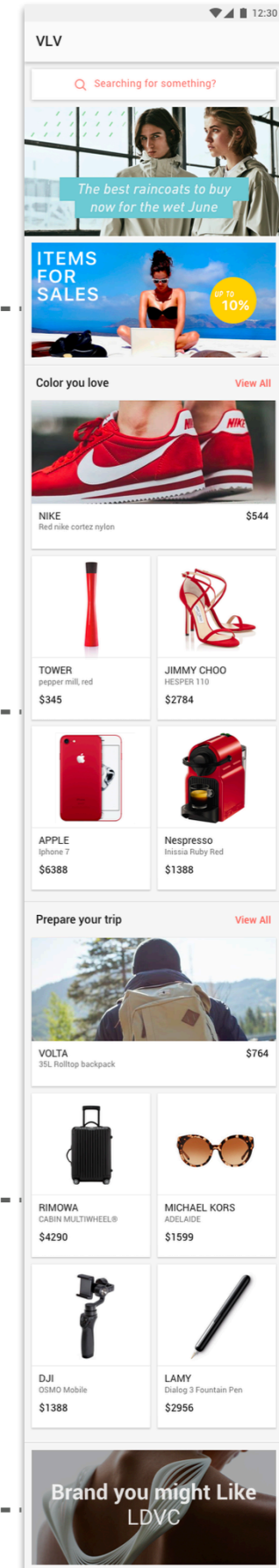
Time to Refill

Colour You Love

Top Purchased Items

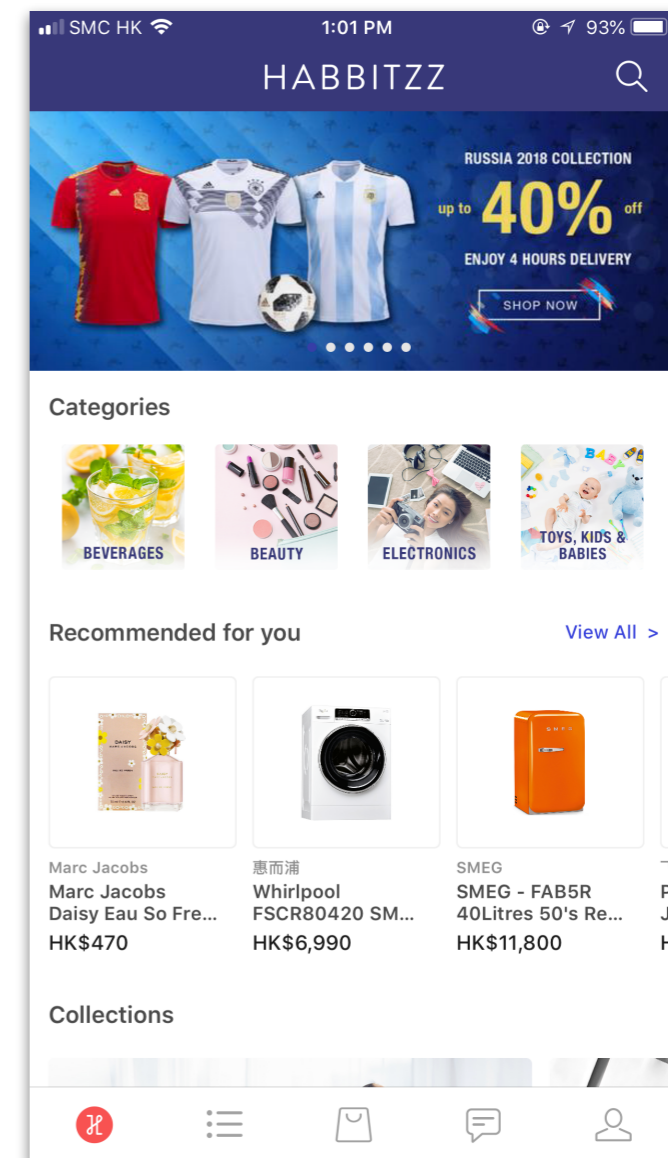
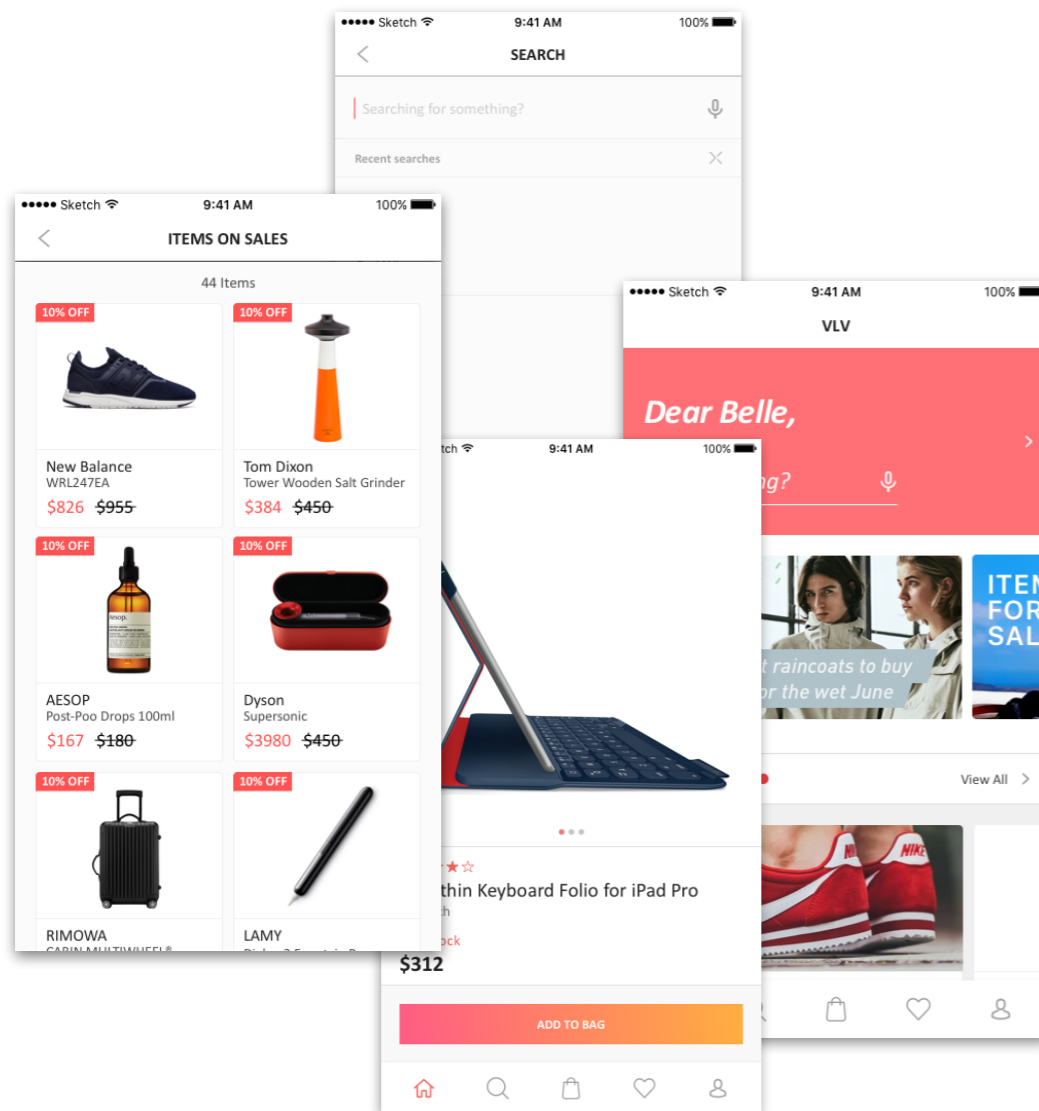
Travel Accessories

Brands You Like

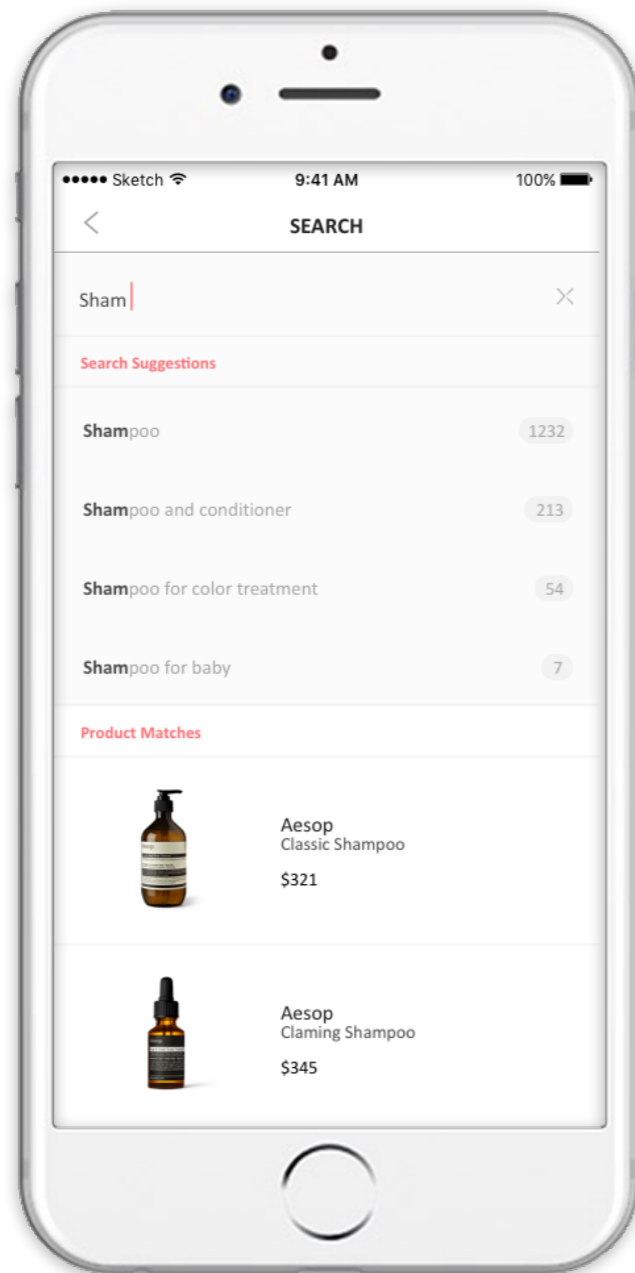


After the initial stage

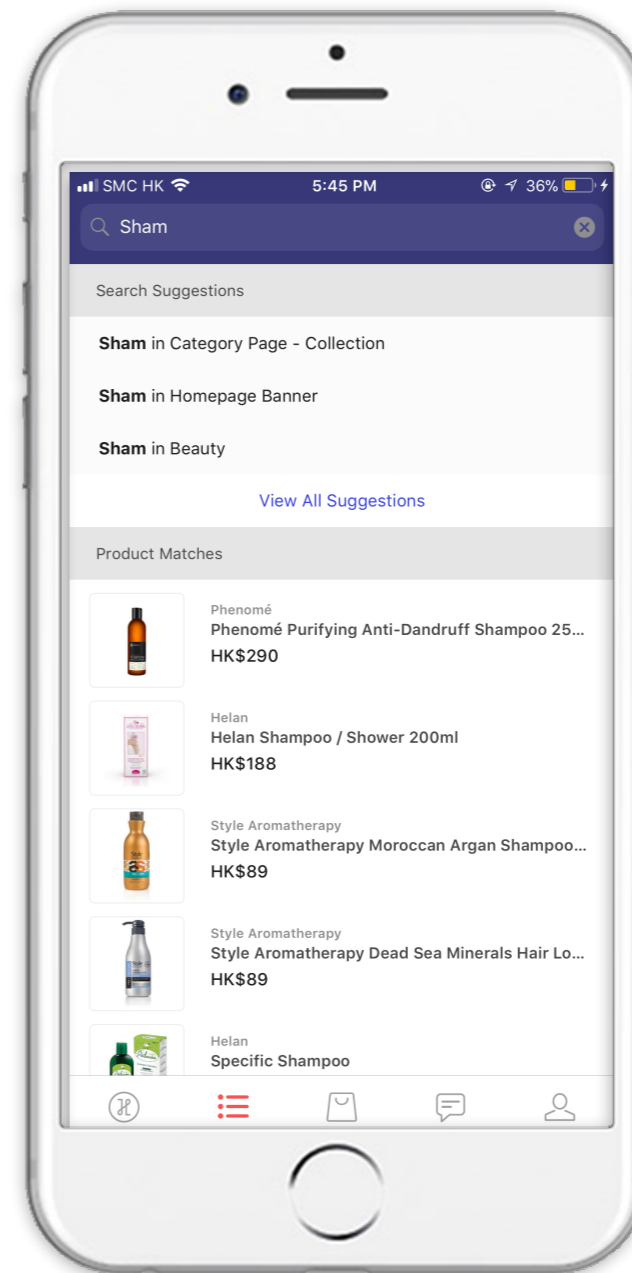
After we completed the initial UX design of HABBITZZ, we passed it back to PCCW internal team to continue the project. They further developed it and included the branding elements into the design.



The Search Page

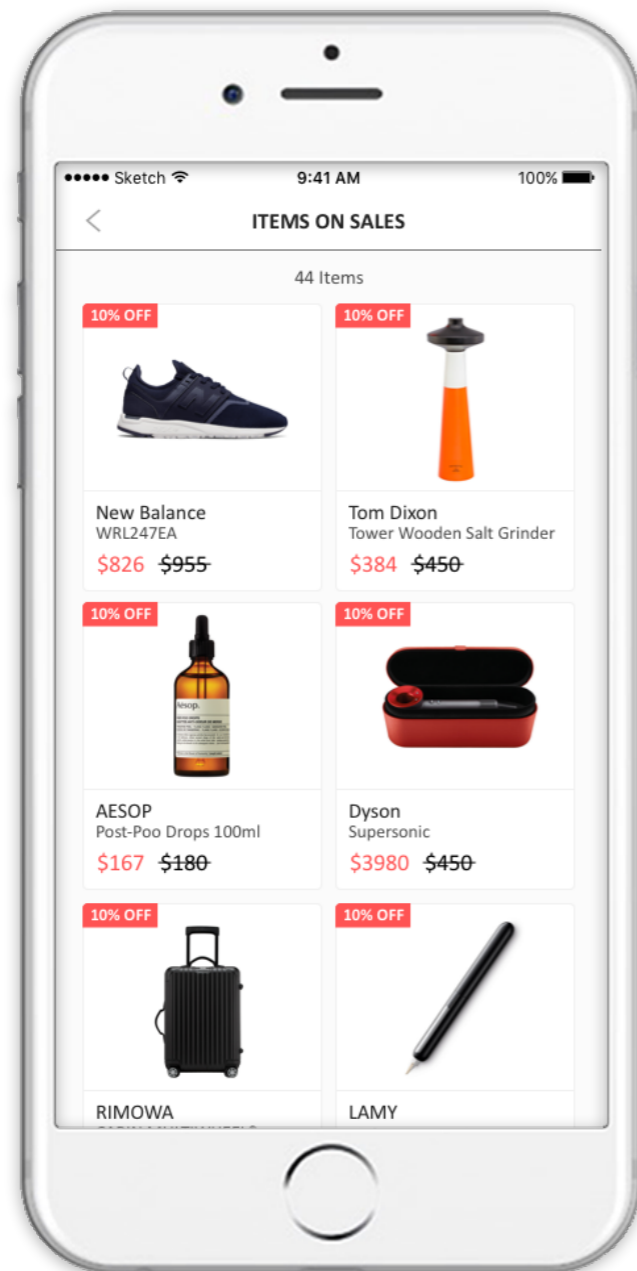


Our UX Design

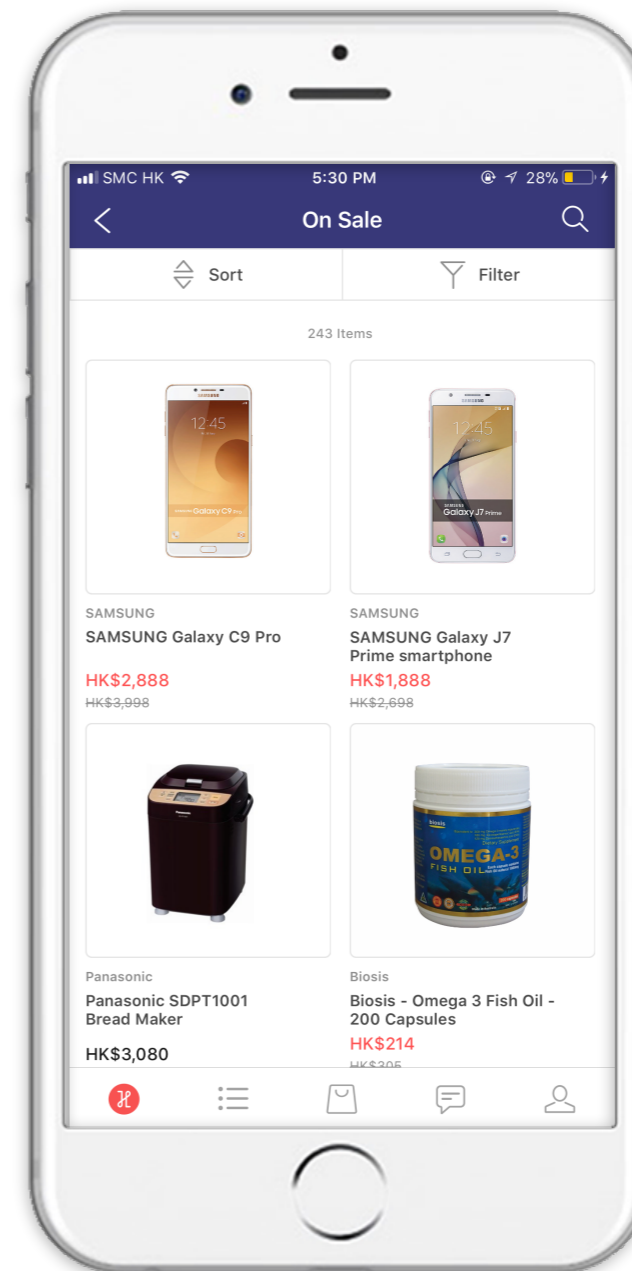


The Final Product

The Product Carousel Page

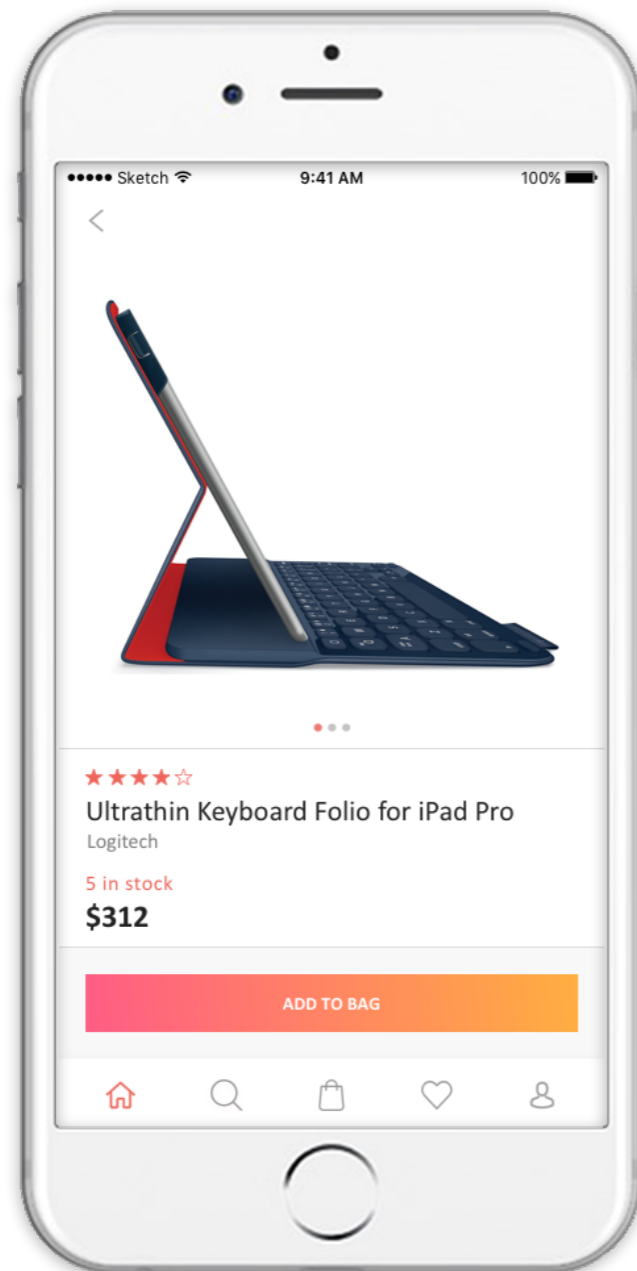


Our UX Design

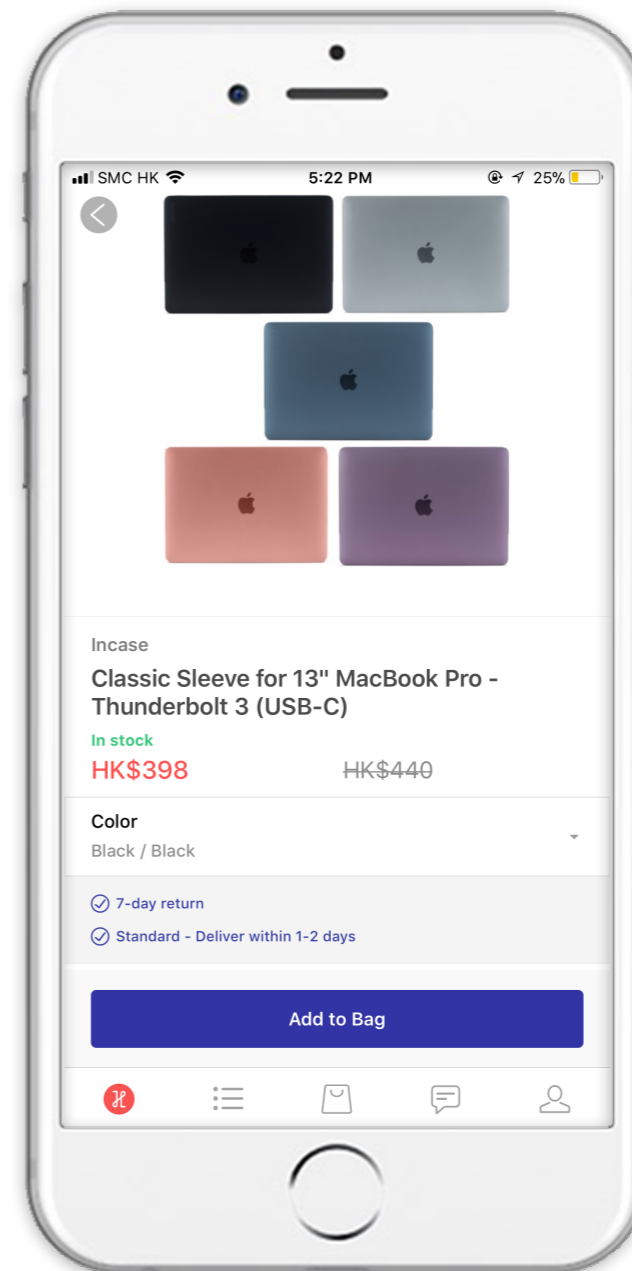


The Final Product

The Product Detail Page



Our UX Design



The Final Product

Choose Clarity As Your Software Developer



**Strong Project
Management**



**Quality
Products**



**Clear
Communication**



Experienced Team

Next Steps / Working Together



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We look forward to helping you reach your goals with our technology expertise.
Please contact us with any additional questions.

<http://www.clarityhk.com/>

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