



WIREFRAMES

www.hims.com



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GIT 435 Fall-b || Prof. Zuzanna Czerny

The first step of completing this assignment was reading the instructions and reviewing the provided examples. I took note of the requirements to grasp my direction. Next, deciding Adobe's XD as the prototype program for me because of my brief experience with XD in the past. I opened XD to get refamiliarize and to download UI kits. Next, I went to hims.com to examine the processes the instructions require, like site navigation and the checkout process. As I examined Hims, I took screenshots to further study ways to improve the site.

The following are the [problems outlined to address in my wireframe](#):

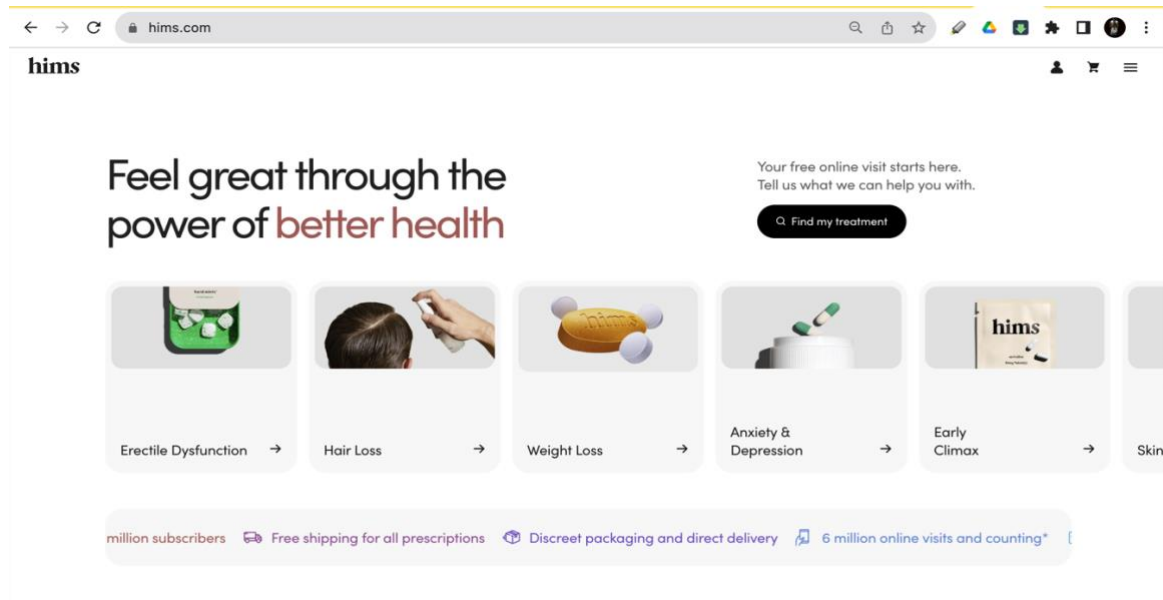


Figure 1: Screenshot of Hims home page

- The hamburger menu never expands on desktop.
- The cards only lead to getting Rx treatments.
- No search bar for non- Rx products.

I believe having a dropdown menu would make it easier to navigate to other products like shampoo. The current steps to get shampoo is menu > hair> long scroll to shampoo products under hair care. Their Home screen suggest they care a lot about selling treatments there for my revamp will highlight that with better usability.

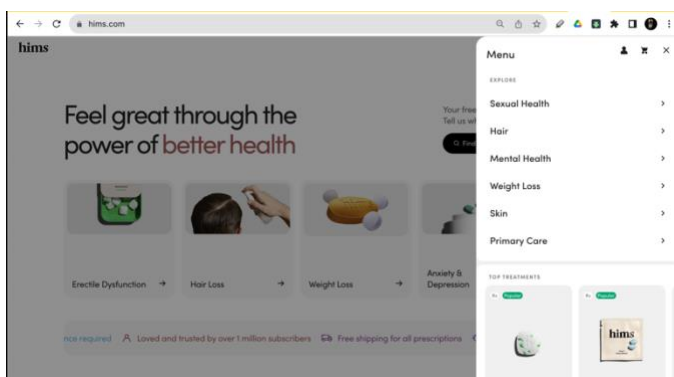


Figure 3: View after pressing the menu button.

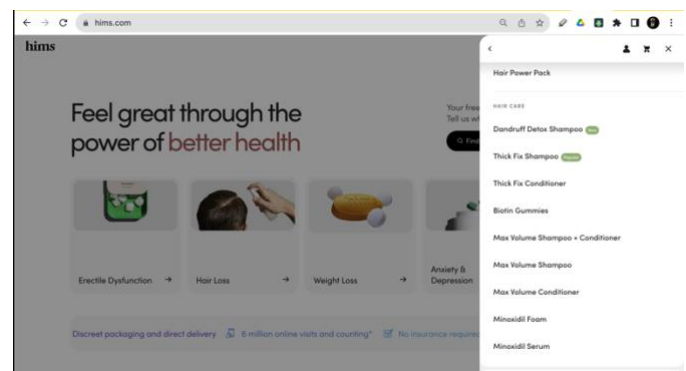


Figure 2: View of hair care products offered by Hims.

- The product page doesn't have any social integrations.

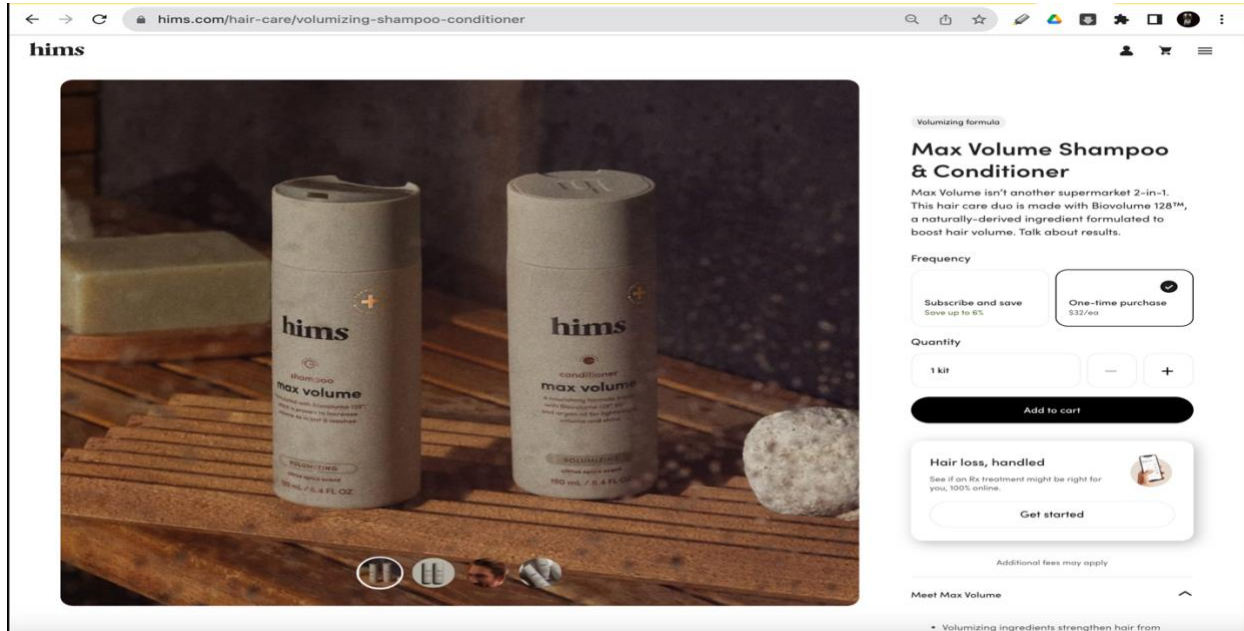


Figure 4: Screenshot of a Shampoo kit product page.

I believe no social engagement on the product pages trickle down to their social media pages, which all soften their exposure. For instance, Hims average three comments on Facebook. Therefore, the wireframe will address this issue.

Next, I examined the checkout out process for Max volume Shampoo & Conditioner kit, with subscribe and save active. I didn't like the steps to checkout because it seemed to long. For instance, add to cart > enter email > enter billing info > enter payment info > confirm order. My solution is to make the checkout process two steps with options to remember the user information.

- Hims currently doesn't offer the option to remember the customer information.

I believe adding this option will make the user second purchase seamless and quick. I believe some browsers can be enabled to remember user details, but it will be better for Hims to offer it because it improves their usability.

- The cart doesn't indicate it's items in the cart even if user goes home after adding an item.
- Site only accept direct card payments.

The following are screenshots of the steps to check out the shampoo kit, starting with adding it to the cart.

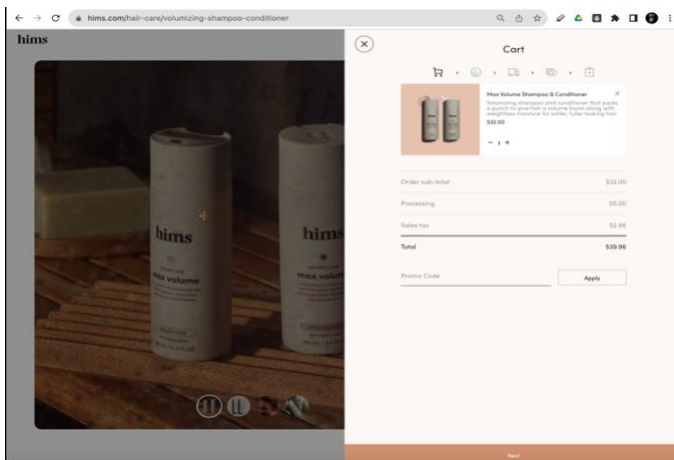


Figure 5: Step 1 - Add to cart.

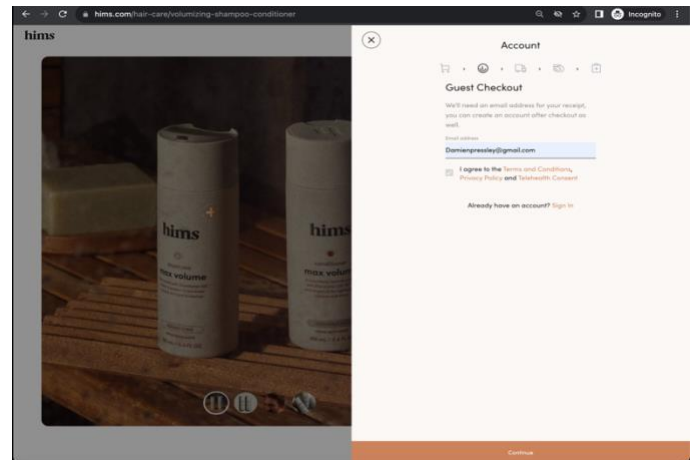


Figure 6: Step 2 - Enter e-mail address.

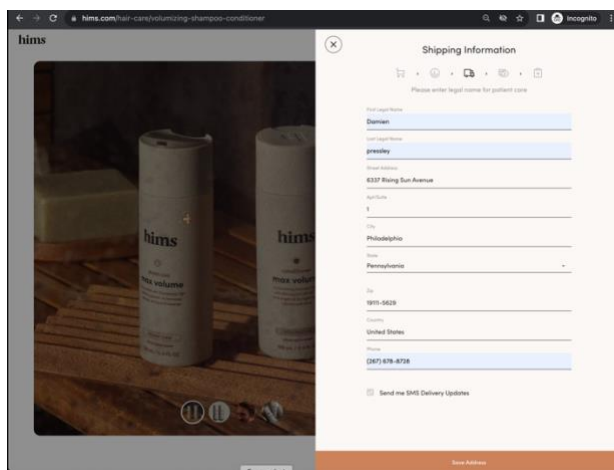


Figure 7: Step 3 - Enter shipping information.

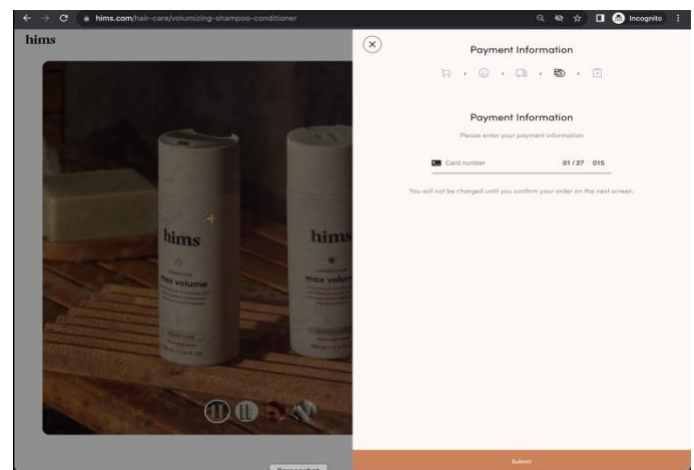


Figure 8: Step 4 - Enter payment information.

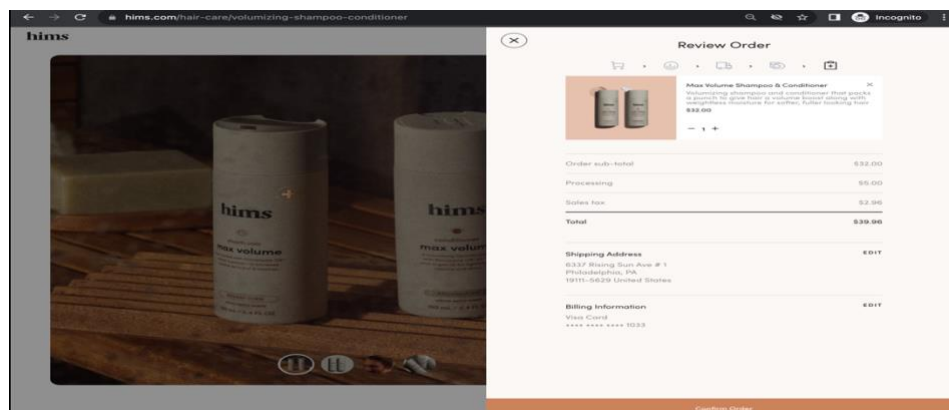


Figure 9: Step 5 - Confirm order.

After collecting these issues, I thought of ways to fix them by sketching a wireframe that solve the issues. I used the sketches as a blueprint to design the official wireframe. I gave the wireframe a low & high fidelity look to get a sense of improvement. My focus was to show the areas of the site mentioned above and not the whole site.

Hence, the homepage focus was the navigation and my perception of Hims wanting to sell treatments.

My solutions:

- Add dropdown menu that make it easier to get to any product faster.
- Highlight free consultations, with an image of a provider and call off action button.
- Revamp the scroll bar that highlight the added benefits, to take up whitespace.
- Add icons to message or call Hims to show their efforts in user support.
- Add a search bar in the site's navigation with voice search for accessibility.
- Suggest Users sign in.
- Add links to download Hims app on Google Play or Apple app store, at the top to increase loyalty.

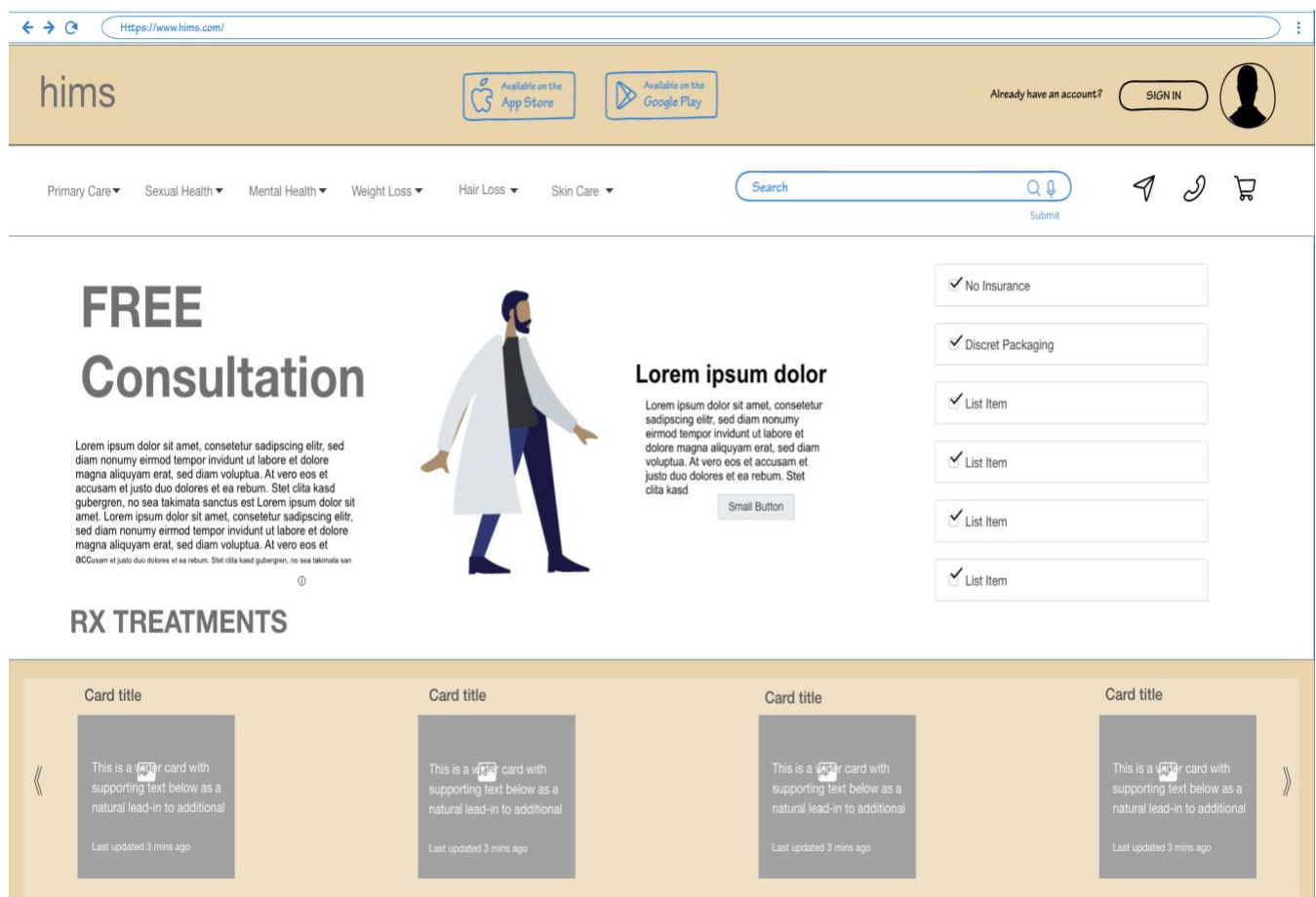
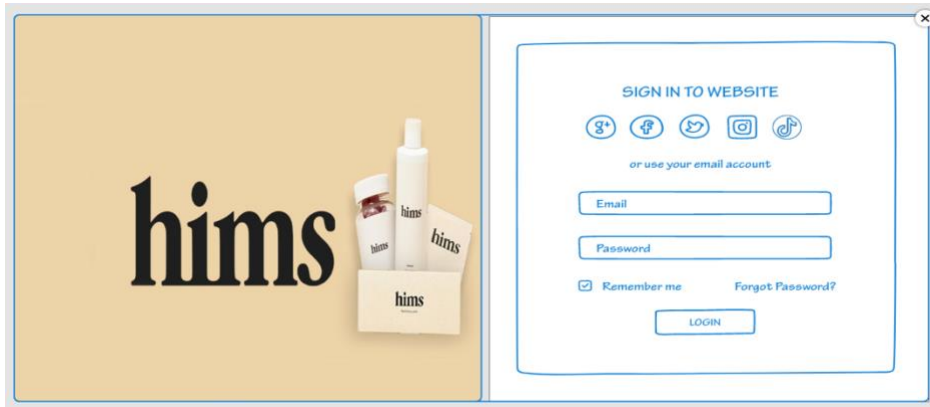


Figure 10: Wireframe Home Page.

- Add social media option to sign in because currently Hims only accept the user email.



The wireframe kit didn't have TikTok, so I downloaded one from the internet and used photoshop to match the other icon styles (Squircles, 2023).

This is an overlay for the home screen and the proceeding steps to login isn't in the wireframe.

Figure 11: Home screen login popup with social media options

The next screenshot will show the home state after he logs in.

- Show signed in user notifications and saved products icons.
- Show the process of hovering over dropdown and select shampoo kit.

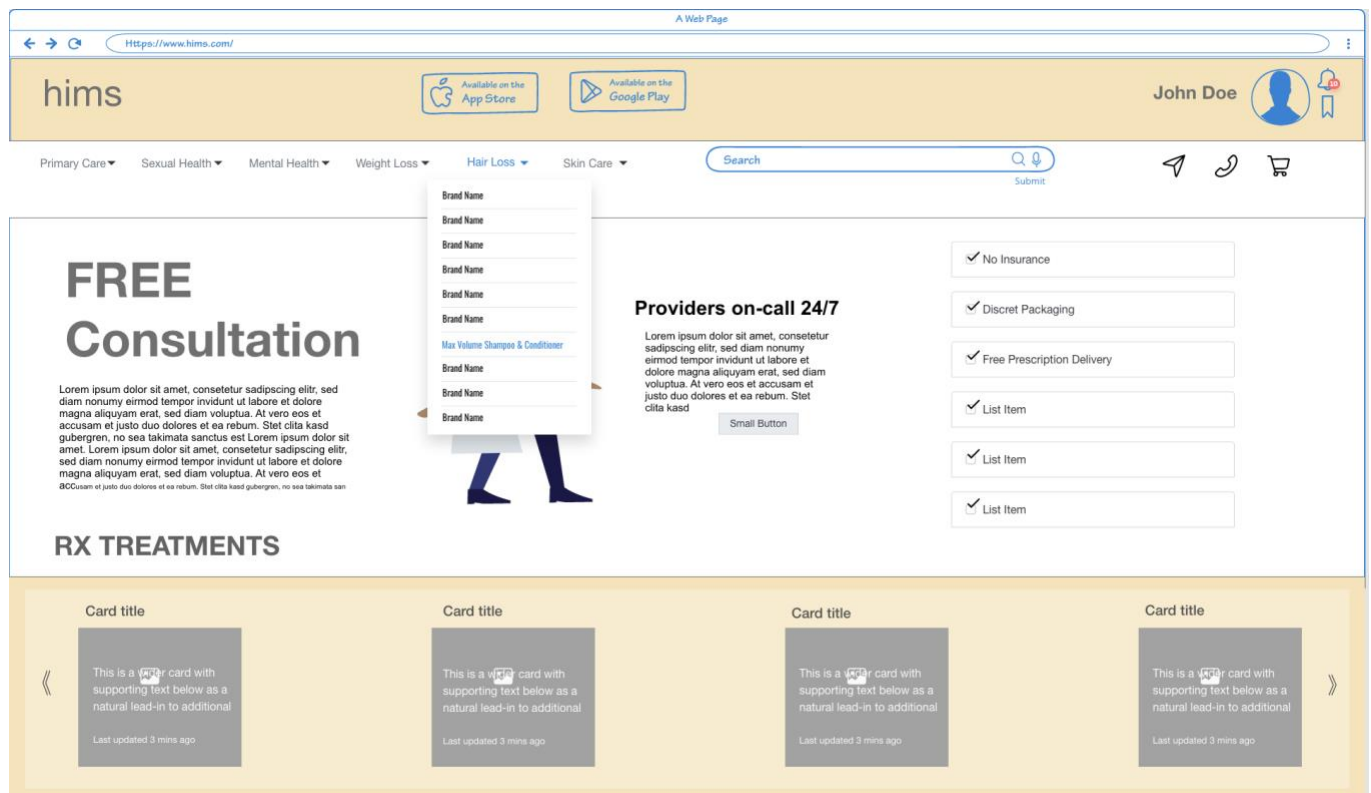


Figure 12: The user is now signed into his account and use the navbar to find shampoo.

Next, the new product page is shown after the user selected Max Volume Shampoo & Conditioner from the navbar.

- Added breadcrumb that Hims doesn't currently have on its site.
- Navbar highlights the category the user product is from.
- Show cart indicator as a reminder to avoid abandon carts.
- Add the option to share or favorite a product, so he's not just using site buy.
- Highlight user get 0% discount when not subscribing to the kit.
- Show user a snippet of his favorites list for up sale purposes.
- Share the product details, ingredients, how to use, and key benefits to create desire.
- Show two product reviews to persuade the buyer further, with the option to follow the user on their chosen social media; to ask questions and emphasize our social media agenda.

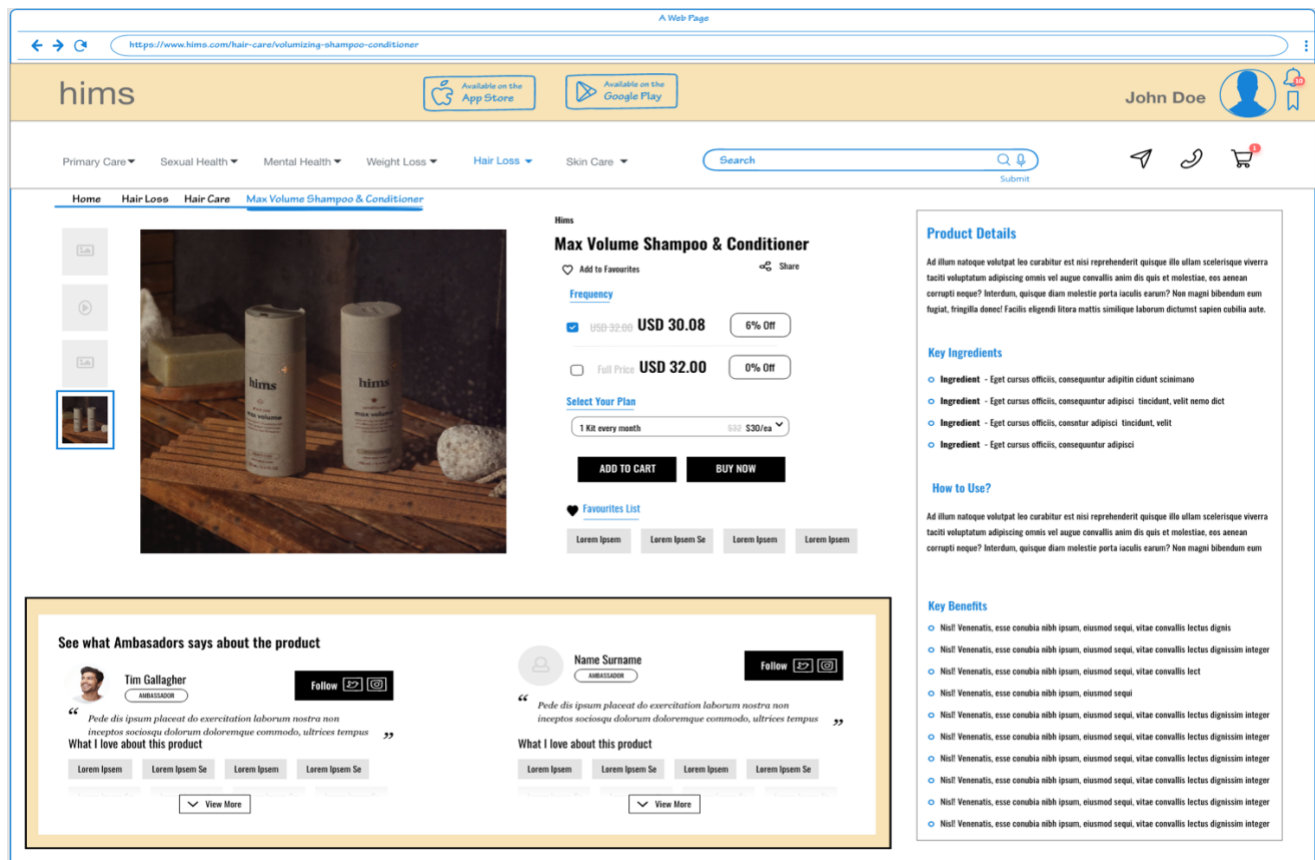


Figure 13: The new Max Volume Shampoo & Conditioner product page.

The user added the kit to the cart and shared the post on Facebook. Because he signed in with Facebook, he is given options related to sharing to Facebook.

- The rate option is here because the sharing customer is more likely to rate a product.
- The user can share or like or add a Facebook comment from this popup overlay.

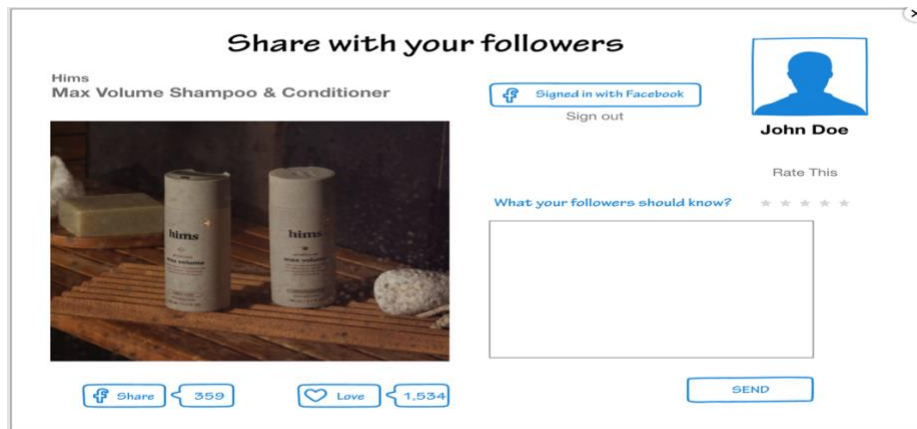


Figure 14: User about to post to Facebook he's trying this kit.

Next the user goes to the cart after sharing to Facebook and sees other reviews in the cart. Followed by hitting the checkout button.

- User given another ability to change his frequency without leaving cart.
- User can read others reviews without leaving the cart to avoid abandoning his cart.

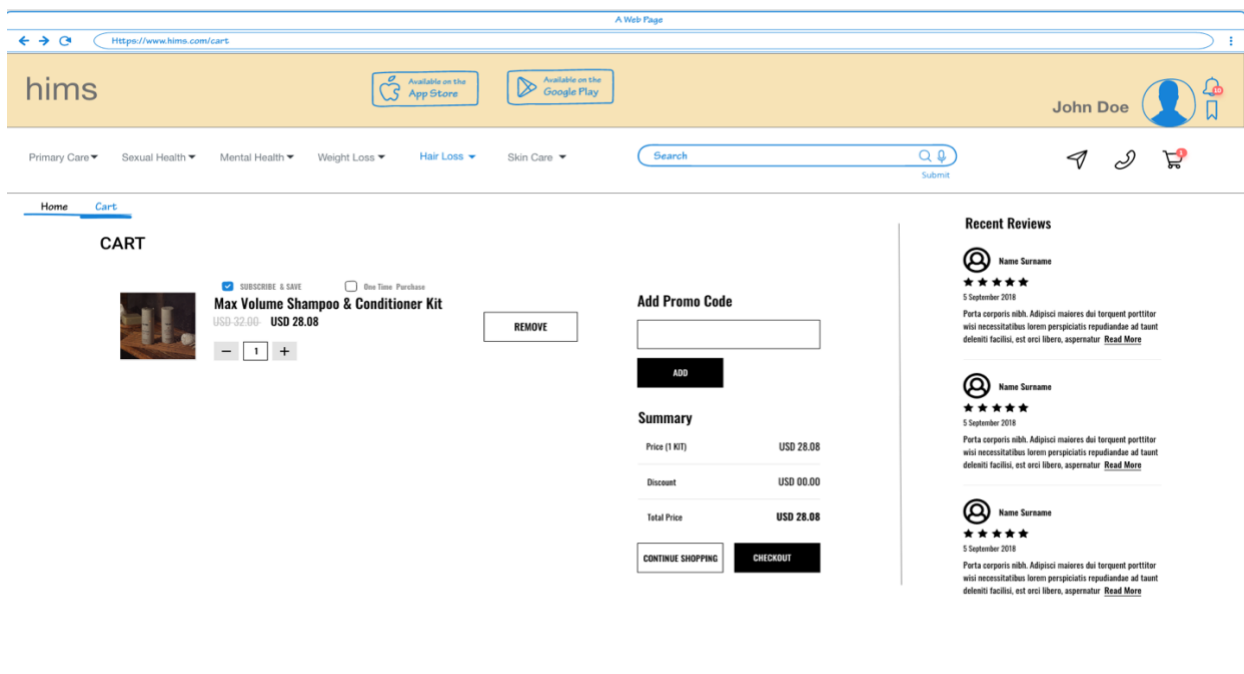


Figure 15: The cart with the Shampoo kit

Next, the one step checkout is shown.

- User can now checkout with other payment options like buy now and pay later sites.
- User can opt to have his information saved for later.
- A tailored image and quote related to his purchase is shown to avoid him abandoning the cart.

The footer is for aesthetic purposes only.

hims

Available on the App Store Available on the Google Play

John Doe

Primary Care Sexual Health Mental Health Weight Loss Hair Loss Skin Care

Search Submit

Home Checkout

Shipping Details

Type of Address: Personal

First Name: Last Name:

Street Address: Area:

City: Phone Number:

Delivery Instructions:

Molestias fringilla aliquam curae, taciti, vestibulum potenti sapien, tellus voluptatibus aliquid sapien. Nisi su aliquid sapien. Nisiipit, dapibus dapibus.

☐ Remember this for next time.

☐ Same as Shipping Address

Type of Address: Personal

First Name: Last Name:

Street Address: Area:

Expiry Date: MM/YY

☐ Remember this for next time.

☐ I agree to the Terms & Conditions

PAY

Billing Details

Enter Card Details

Card Number:

Card Holder Name:

Expiry Date: MM/YY

☐ Remember this for next time.

☐ I agree to the Terms & Conditions

Summary

Price (1 KIT)	USD 28.08
Shipping	USD 5.00
Taxes	USD 1.72
Total Price	USD 34.80

Apple Pay Google Pay

affirm afterpay klarna + many more

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Have a happy wash day!

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- Press
- Become an Ambassador

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- Privacy Policy
- Return Policy

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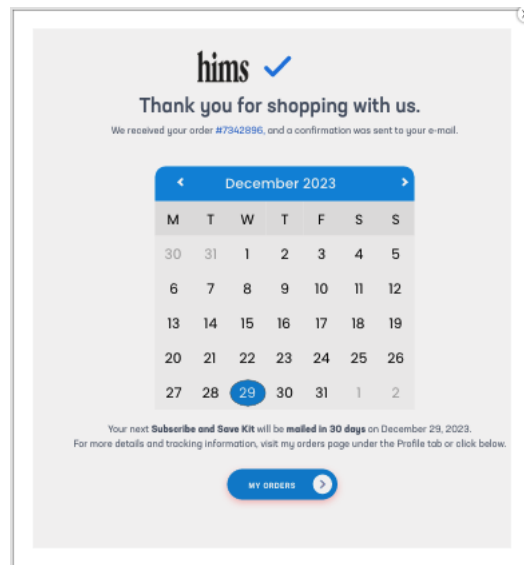
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VISA

Figure 16: Visual of the one step checkout.

Lastly, user sees a confirmation popup box after hitting the pay button.

- User is thanked for his purchase.
- A calendar reminder is given for his next shipment.
- Order number is given and link to his orders to track or cancel orders.



All these changes are made to improve Hims usability, trust, and sales; particularly, the social aspects to make Hims an personable company.

*See the separate Adobe Xd file to view the official wireframe.

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