

Abstract

Laerdal, a global medical solutions provider, sought to enhance its e-commerce platform for healthcare professionals. As part of their UX team, I optimised the purchasing experience. I analyzed user pain points, employed research methods like Tree testing, and used human-centred design principles. Expert reviews and continuous testing refined the prototype, improving information architecture and a streamlined buying process. The high-fidelity design incorporated user and expert feedback, resulting in a user-friendly interface. This redesign benefits Laerdal's mission of enabling skilled clinical operations and providing an independent platform for simulation product purchase.

Introduction & Background

Laerdal, a global medical solutions provider, collaborates to refine its web-based e-commerce platform for enhanced user experiences. This project addresses the underexplored medical e-commerce sector by optimizing user journeys on Laerdal.com. Laerdal.com transitions from an information showcase to incorporating online shopping, prompting an analysis of user feedback to integrate a new 'Shop' function.

Driven by user-centric research, this project employs methodologies like Tree-testing and card sorting to enhance information architecture. Prototyping and user testing refine the experience, with expert reviews ensuring alignment with user preferences, viding an independent platform for simulation product purchase.

Methodology

In this methodology, Tree testing was employed to identify issues in the web page's information architecture, and collaborative open card sorting sessions with medical professionals were used to restructure the product information layout. Subsequently, a comprehensive e-commerce web architecture was meticulously prototyped and tested across scenarios, leading to a high-fidelity prototype.

Tree Testing

Stakeholder Analysis

Card Sorting

Prototyping



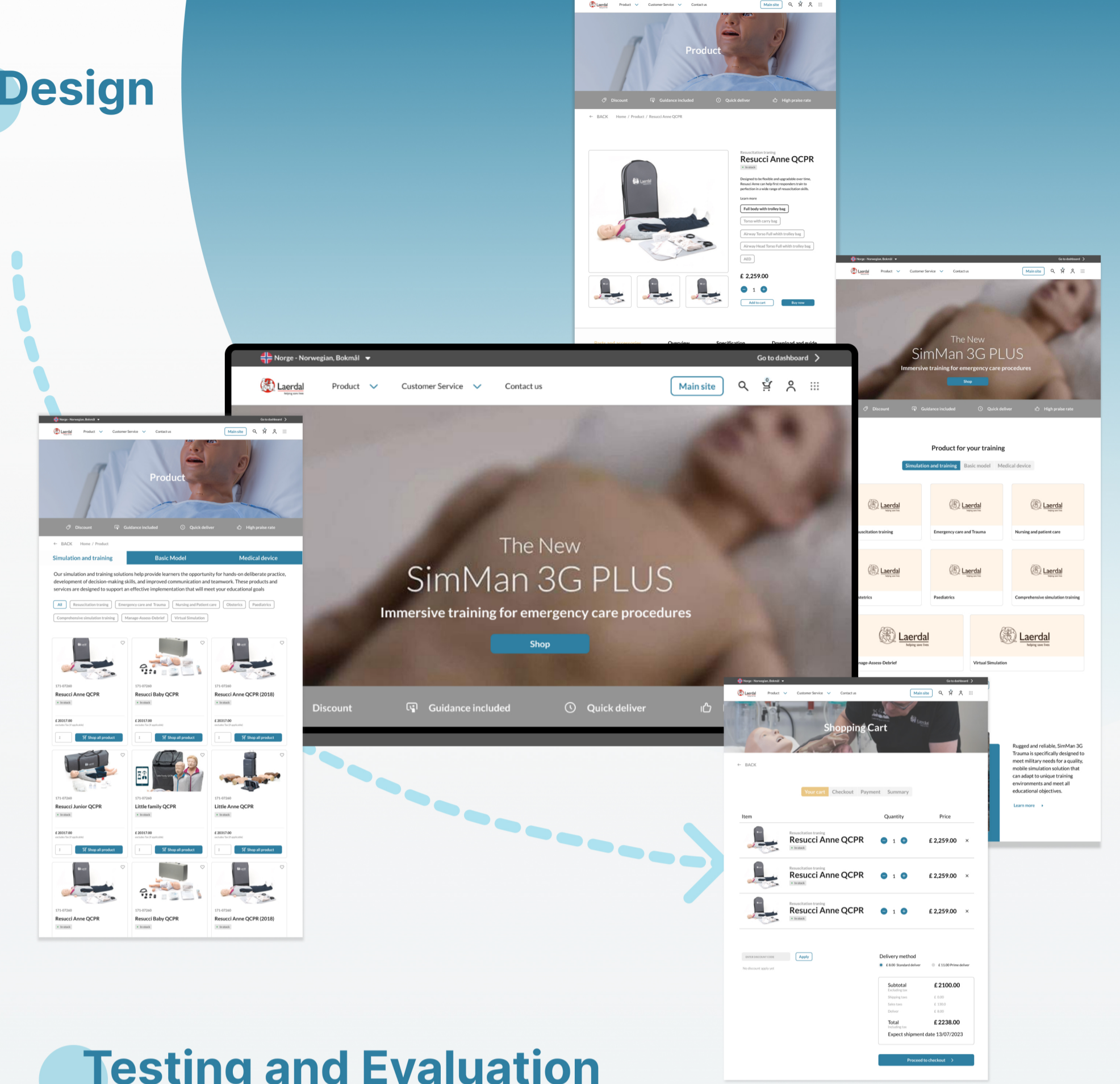
E-commerce shopping experience

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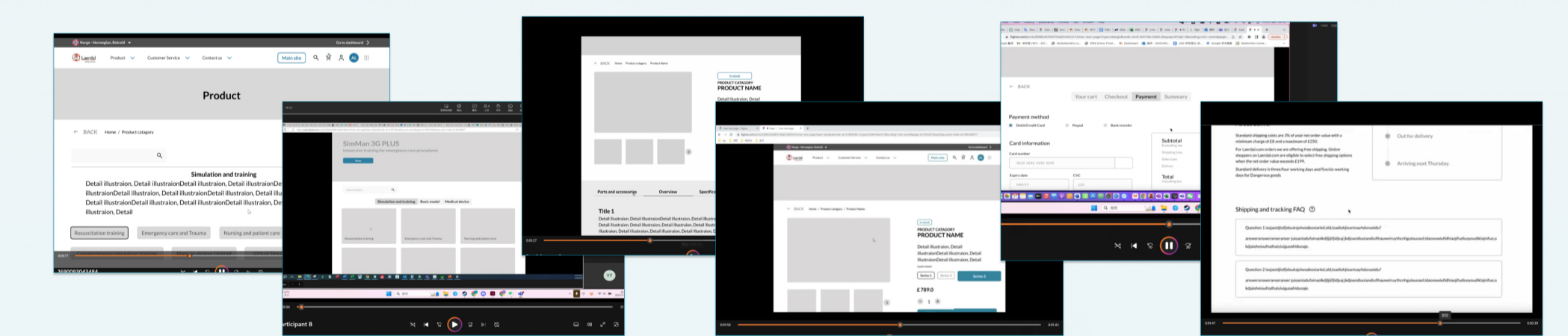
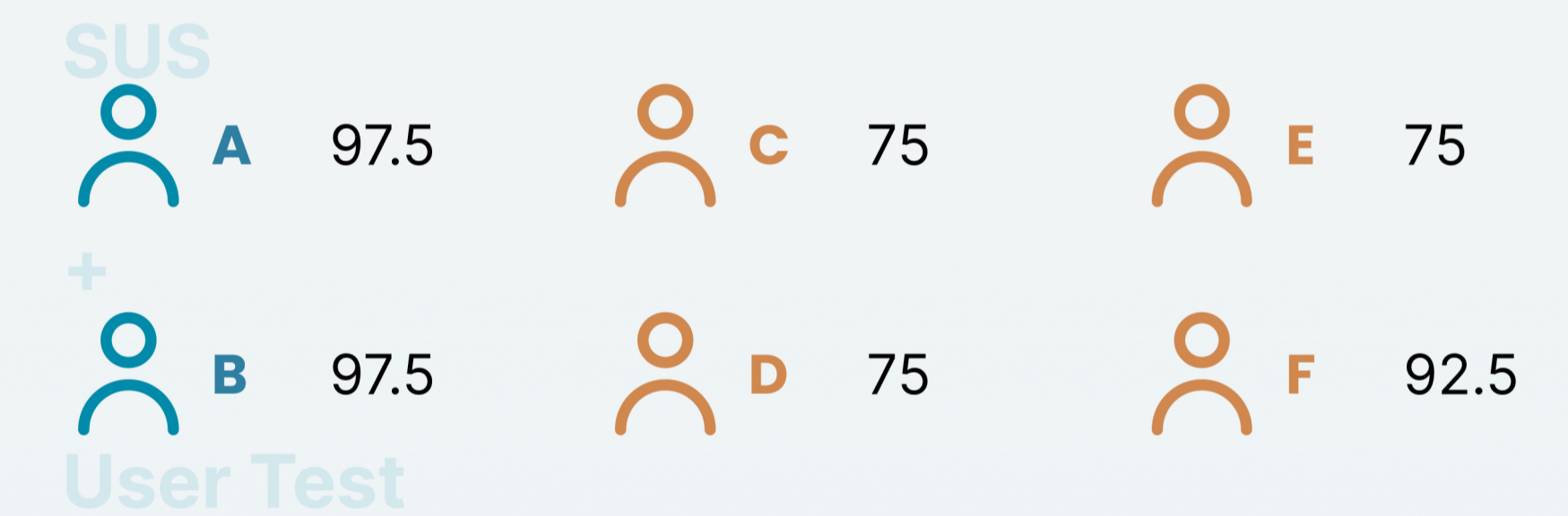
Research Result

- Reasonable navigation
- Streamlined information
- Complete after-sales service
- Information architecture for adapted populations

Design



Testing and Evaluation



Conclusion

This study optimized Laerdal's e-commerce UX through user-centred methods like tree testing, card sorting, user testing, and expert review. We improved information architecture, navigation, and design, enhancing medical professionals' shopping experience. The results offer valuable insights for similar fields, benefiting e-commerce and healthcare sectors.