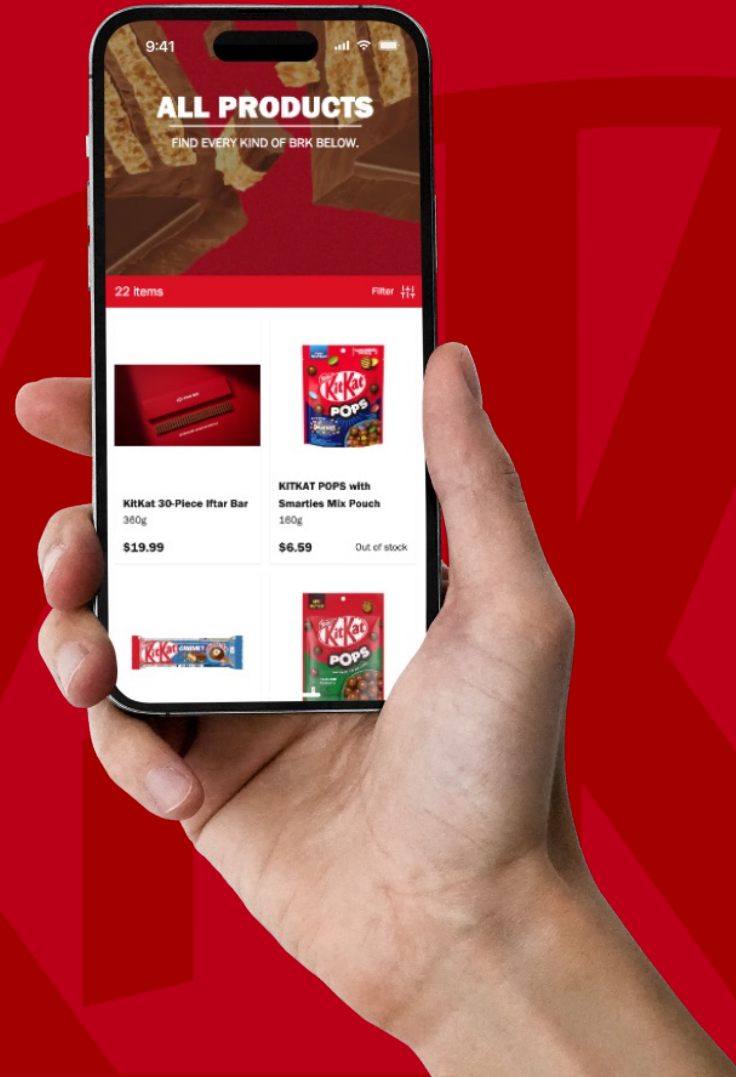


# KitKat Canada

## E-commerce Case Study



Have a break, have a 

# Nestlé KitKat Canada with Shopify store

## The Challenge

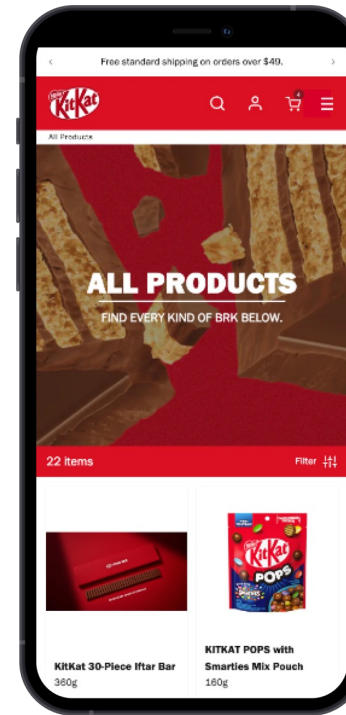
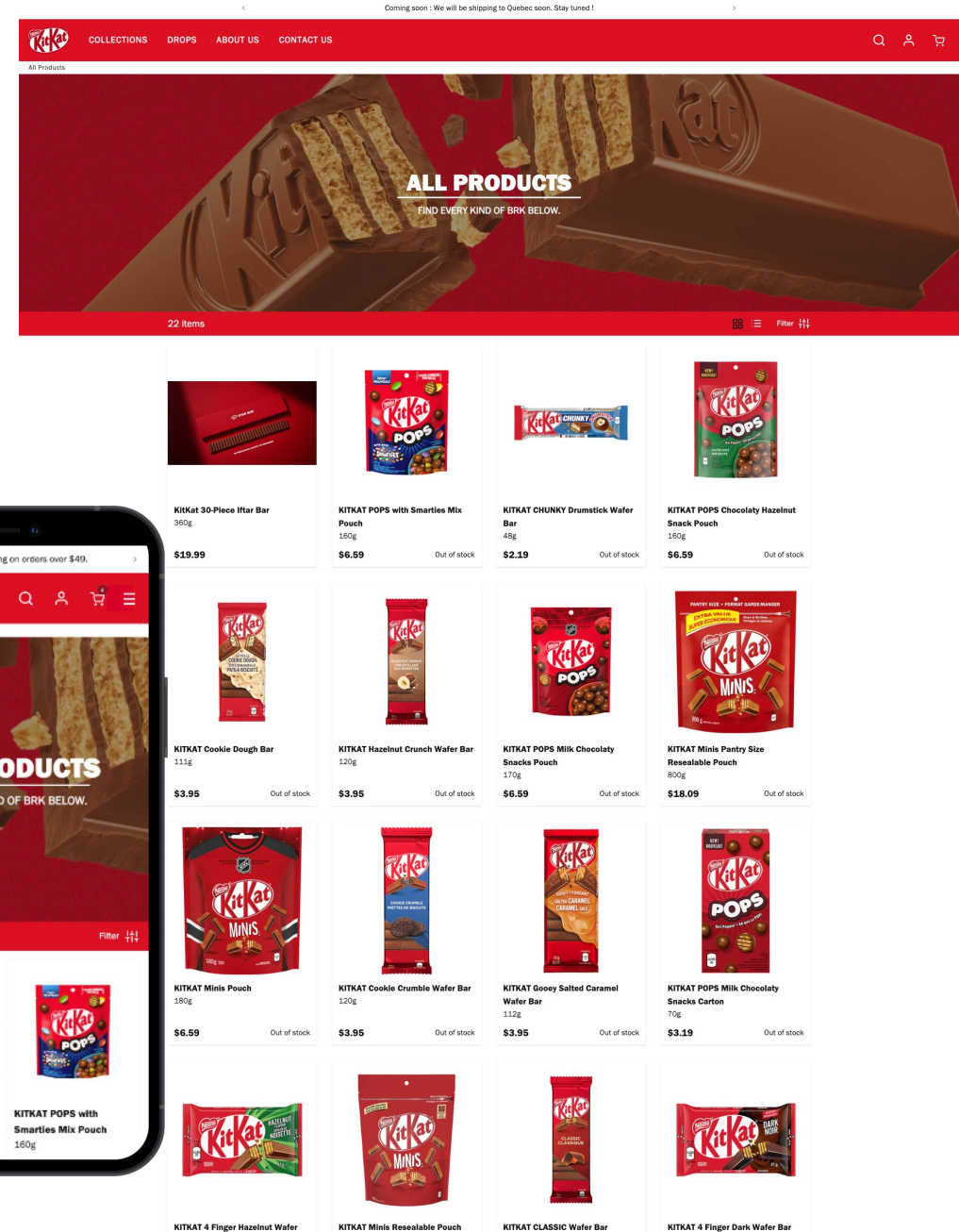
Nestlé Canada would like to launch the KitKat master site in their market (in 2 languages French & English), with an additional add-on of a Shopify store where they can sell merchandise to the local CA market. This is the first KitKat market with this e-commerce functionality.

## Solution

Enhance the existing KitKat Master Site (developed by us for MVP1) to establish a frictionless integration with a Shopify store with key functionalities: payment gate, order functionality, shopping cart & delivery plugins.



+



# KEY UX DELIVERABLES

1. Competitor Analysis
2. E-commerce User Journey/Flow
3. UX Wireframes
4. Prototype



# Competitor Analysis

## DESIGN METHODOLOGY AND APPROACH

First conducted a competitor analysis, examining confectionery websites through the lens of B2C advancements in the E-commerce web space. This meticulous examination focused on the product pages of each competitor, delving deep into their features, emerging trends, and persuasive techniques employed to drive customer motivation and prompt action.

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## Our analysis included the top confectionery competitors in the E-commerce space



**Lindt**

<https://www.lindt.ca/en/>



**Hershey**

<https://shop.hersheys.com/home>



**Godiva**

<https://www.godiva.com/>



**Oreo**

<https://www.oreo.com/>



**m&m's**

<https://www.mms.com/en-gb/>



**Ghirardelli**

<https://www.ghirardelli.com/>

We also analysed other E-commerce brands for inspiration.



**Amazon**

<https://www.amazon.com>

**From this analysis we gained valuable insights about key features to consider and recommendations for a successful ecommerce site. Here are some examples:**



## Feature

# Checkout Process

## Recommendation

A seamless checkout process is crucial for customer satisfaction and retention.

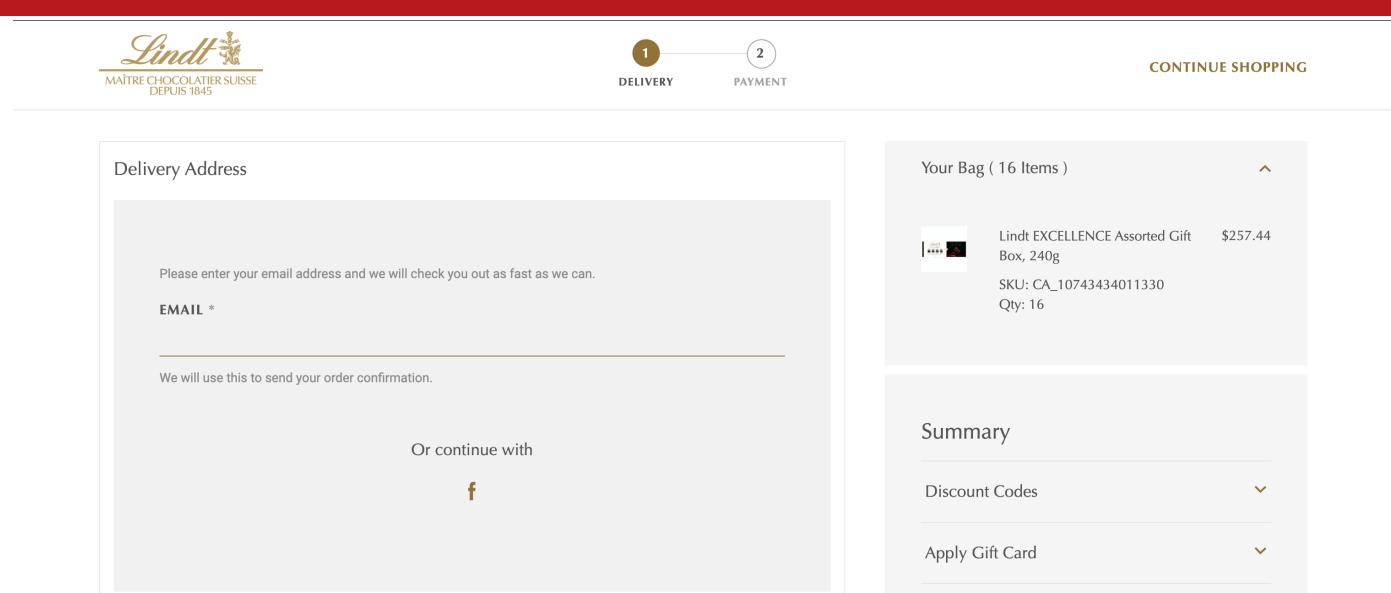
Important things to consider to ensure an enjoyable checkout process:

- visible checkout button
- easy cart content editing
- simple form
- multiple payment options
- cost transparency
- auto-save feature for customer information
- visible promo-code and coupon button
- customer support details

# COMPETITOR SNAPSHOT

Lindt, a competitor, streamlines the checkout process by dividing it into two simple steps: delivery and payment. Additionally, they offer the convenience of auto filling user information using Facebook integration.

Godiva, another competitor, facilitates a seamless shopping experience by offering the option of guest checkout



## Checkout

GODIVA  
Belgium 1926

**Guest Checkout**

You can check out without creating an account. You will have a chance to create an account later.

[Checkout as Guest](#)

**Returning Customers**

Email \*

Password \*

Remember me [forgot password?](#)

[Login](#)

Feedback

## COMPETITOR SNAPSHOT

Godiva impresses customers by presenting a detailed order summary that provides transparency regarding costs.

This clear breakdown of the order ensures that customers have a comprehensive understanding of the pricing details before finalizing their purchase.

### Order Summary

Subtotal .....	<b>\$14.00</b>
Shipping .....	\$9.95
<hr/>	
Total Before Tax .....	\$23.95
Estimated Sales Tax .....	\$0.00
<b>Total .....</b>	<b>\$23.95</b>

**1 Items .....** **\$14.00**

#### Signature Chocolate Truffles Gift Box, 4 pc.



**Piece Count:** 4 Piece  
**Ribbon:** Classic Gold, Solid  
In Stock

## Feature

# Security and Privacy

## Recommendation

Today, payment security is extremely important as the amount of user payment data on the Internet is skyrocketing, causing enormous cybercrime issues

Make sure you have an SSL certificate installed to encrypt data coming and going to the browser.

Also, have a transparent privacy policy that tells your customers how their information is used on your site and by your company.

# COMPETITOR SNAPSHOT

Lindt, Ghirardelli and Hershey displays labels like Secure Payment on checkout pages or buttons as reassurance that the site utilizes secure technologies and practices to protect sensitive customer information

The screenshot shows the Lindt website's checkout process. At the top, a banner reads "You are \$35.59 away from Free Shipping! During the summer we express ship on ice, to ensure product integrity\*". The Lindt logo is on the left, and a search bar is on the right. A navigation menu includes "SHOP CHOCOLATE", "OFFERS", "PICK & MIX", "GIFT IDEAS", "RECIPES & MORE", and "WORK". Below the menu, a breadcrumb trail shows "Home > Shop Lindt > Chocolate Format > Bundles > Best of Lindt - Bundle". A large black redaction box covers the main content area. On the right, a shopping cart summary shows "Bag (1 Item)" for "\$89.41" and a "CHECKOUT SECURELY" button. A notification bubble at the top right repeats the shipping offer.

The screenshot shows the Ghirardelli website's shopping cart. The Ghirardelli logo is at the top left, with a search bar and navigation menu ("CHOCOLATE", "PICK & MIX", "GIFTS", "BUSINESS GIFTS", "RECIPES", "ABOUT US") on the right. The main heading is "SHOPPING CART" with an "ADD A GIFT MESSAGE" button. A blue banner states "Free Standard Shipping on Orders \$75+. Exclusions Apply.". The cart table lists one item: "Milk Chocolate Caramel SQUARES Case Pack (430 ct) SKU: 73074" priced at "\$151.96" (marked down from "\$189.95") with a quantity of "2" and a subtotal of "\$303.92". A "REMOVE" button is next to the item. At the bottom left is a "CONTINUE SHOPPING" button. On the right, a "SUMMARY" section shows "Got a Promo Code?", "Subtotal \$303.92", and "ORDER TOTAL \$303.92" with a "CHECKOUT SECURELY" button.

## FREQUENTLY ASK QUESTIONS AND ANSWERS

The screenshot shows the Hershey's Store checkout page. A dark red banner at the top reads "FREE & FAST DELIVERY ON ORDERS OVER \$75. DETAILS". The Hershey's logo and "HERSHEY'S STORE" are on the left. On the right, there is a "SECURE CHECKOUT" button with a lock icon.

# E-commerce User-flow

## Why was a user-flow important?

1.

Visualize and understand the steps users will take throughout the purchase process.

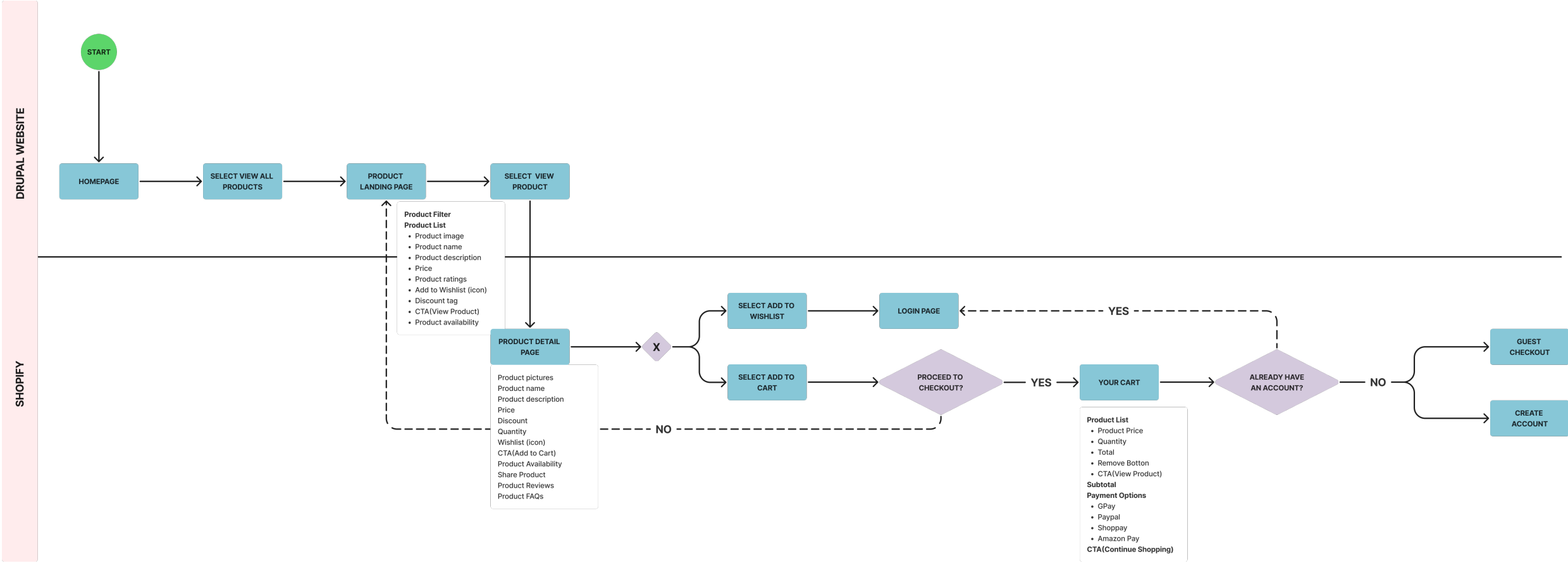
2.

Identify friction points, redundancies, and potentially confusing elements before building them into the design.

3.

Makes it easy to gather feedback and iterate on designs.

# USER-FLOW 1

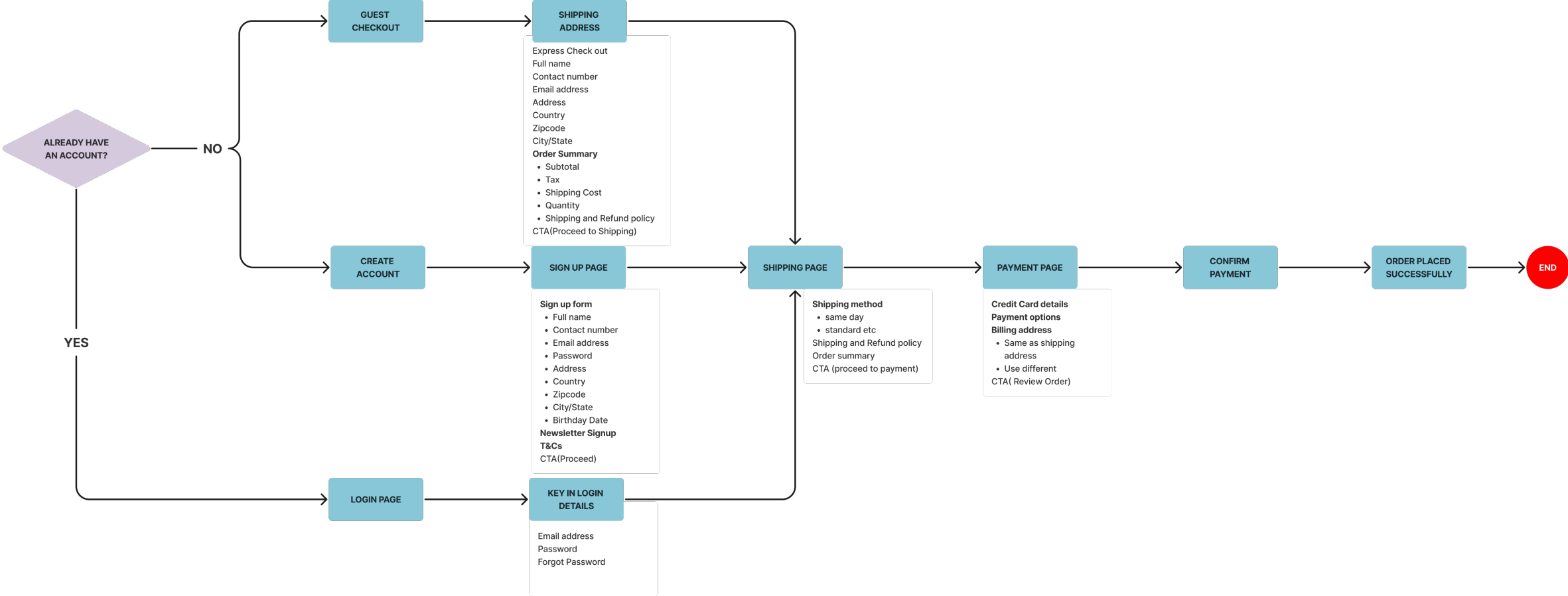




# USER-FLOW 2

SHOPIFY

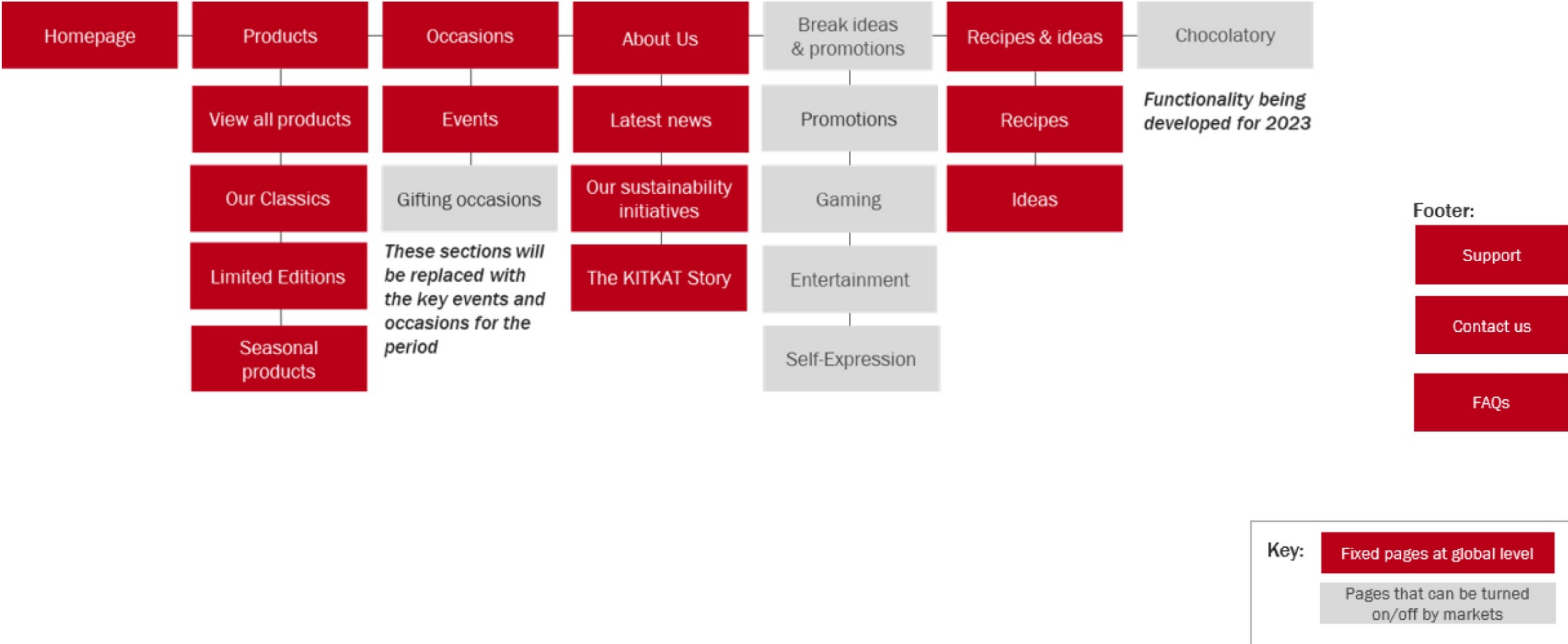
## CHECKOUT PROCESS



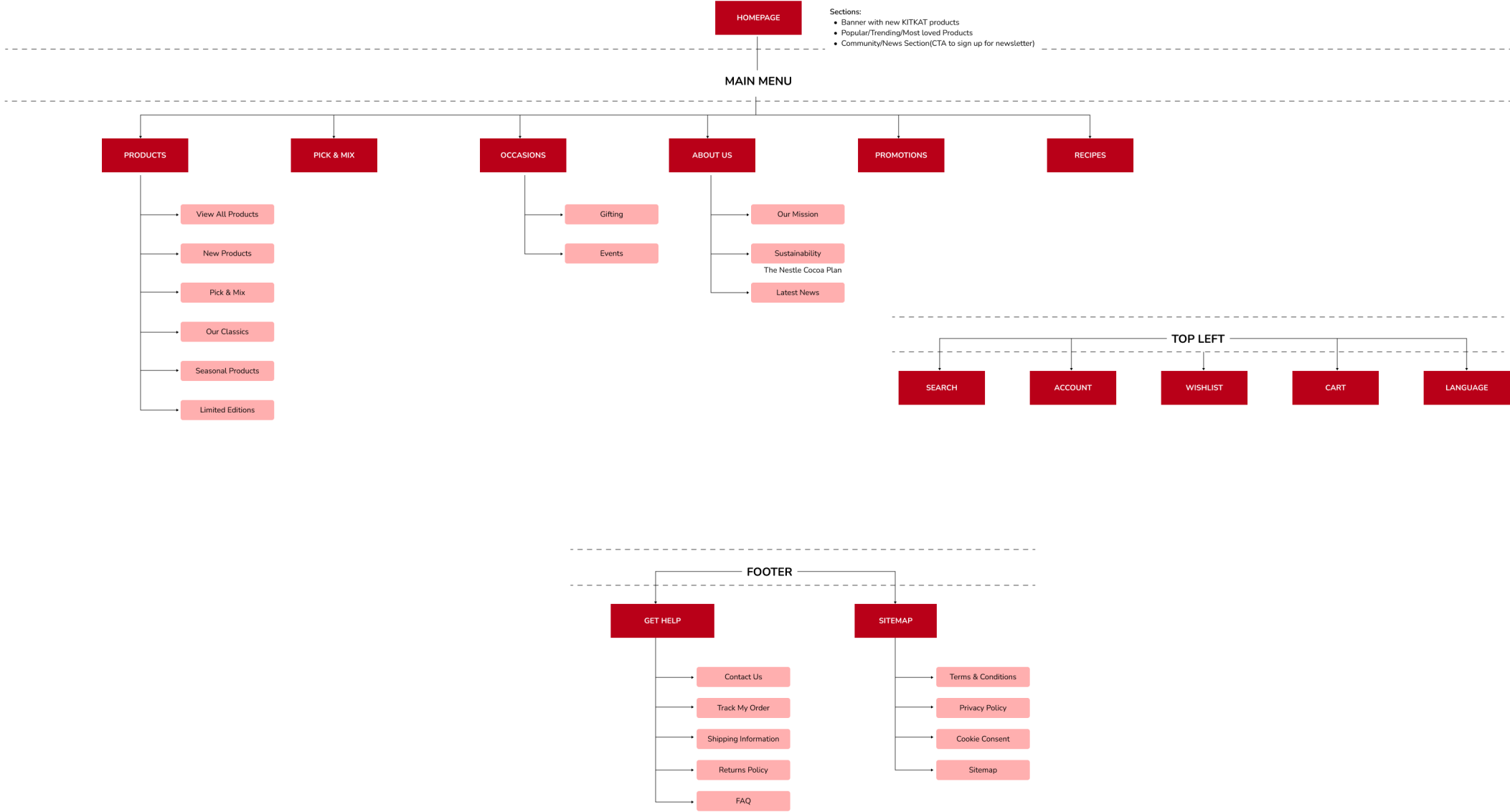
# Information Architecture



# MVP1 MASTER SITE IA



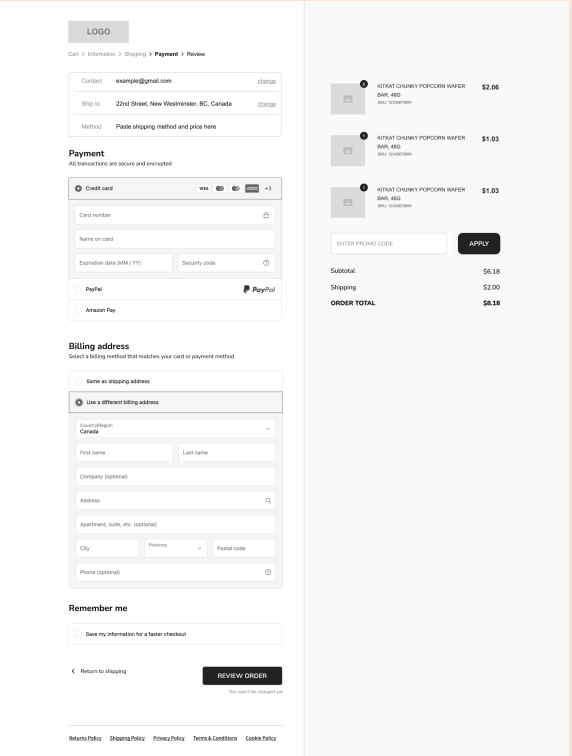
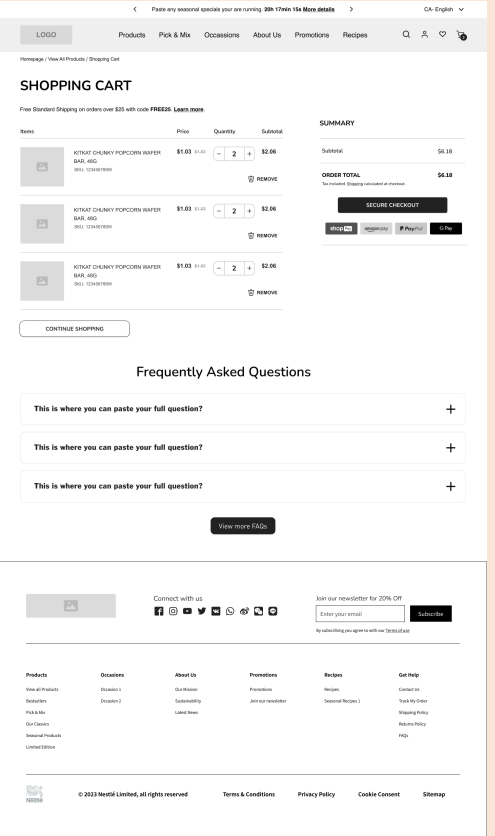
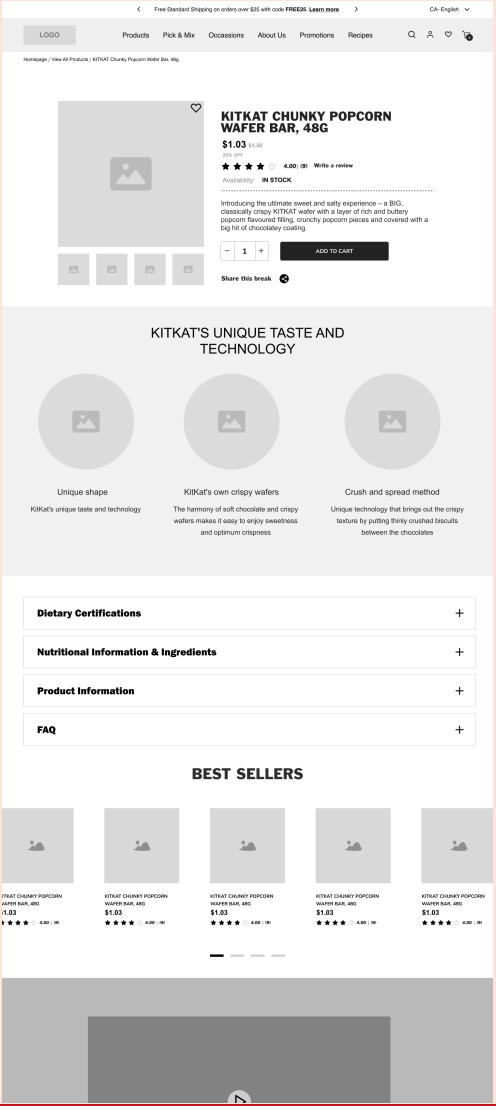
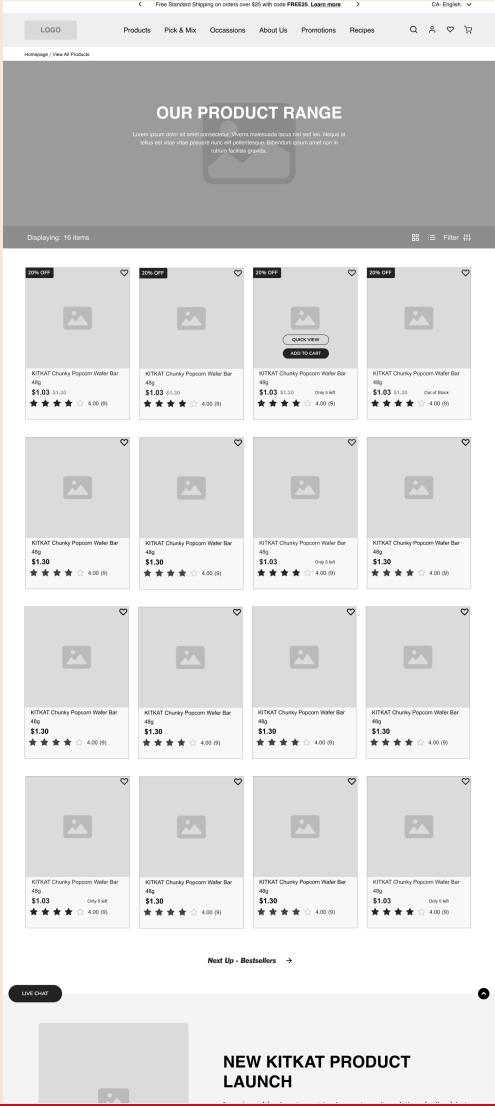
# ENHANCED IA WITH E-COMMERCE



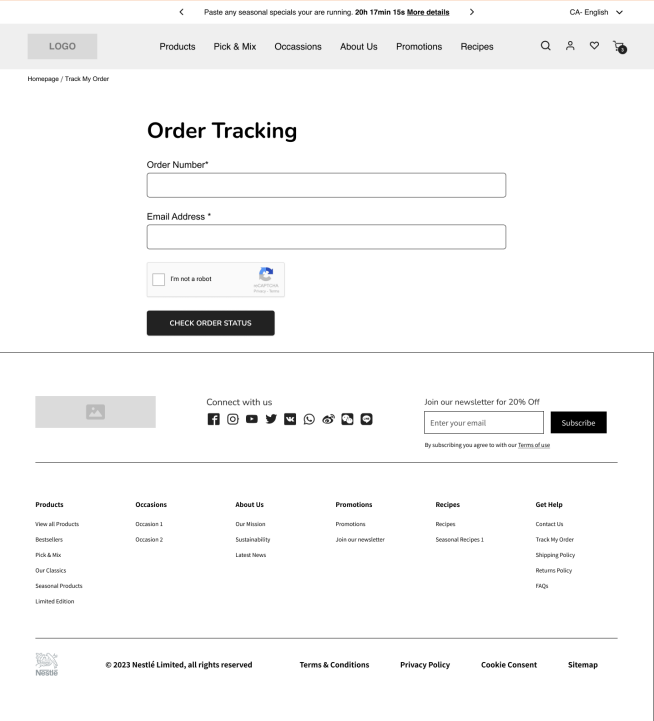
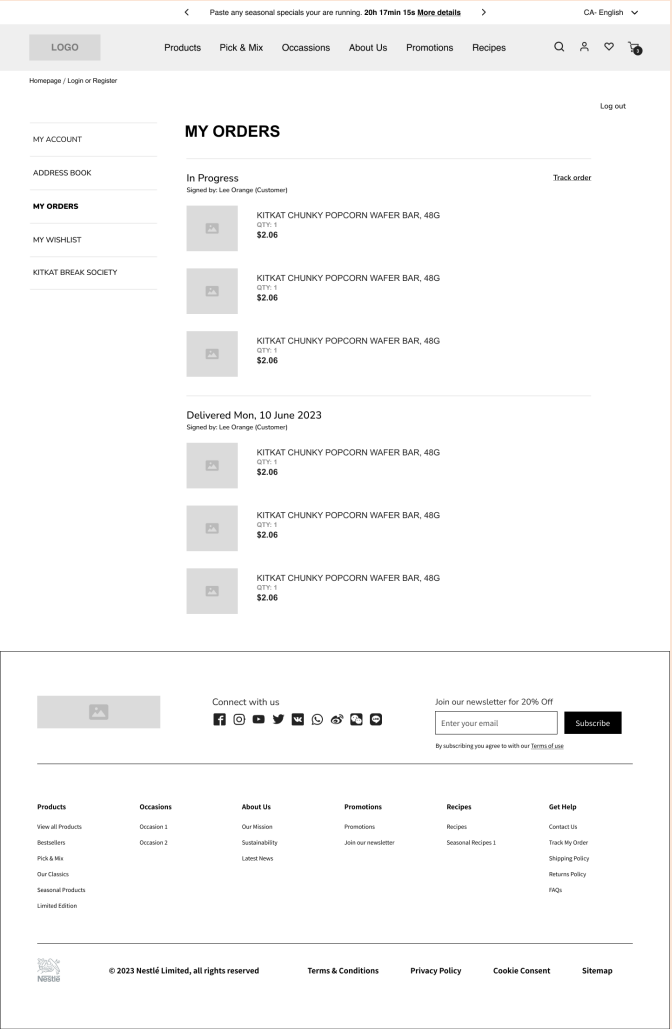
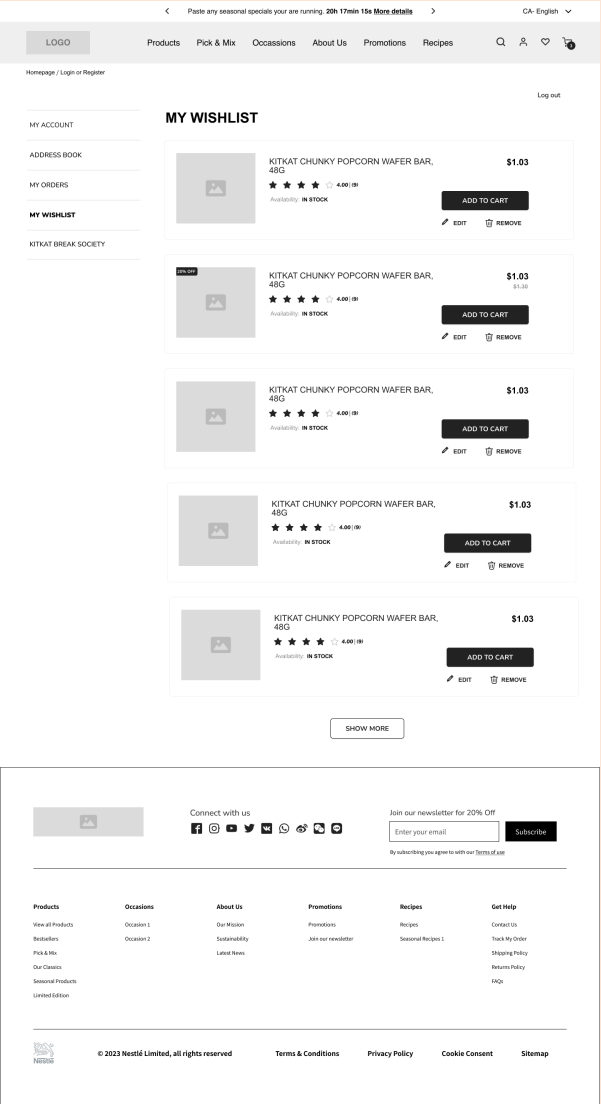
# UX Wireframes



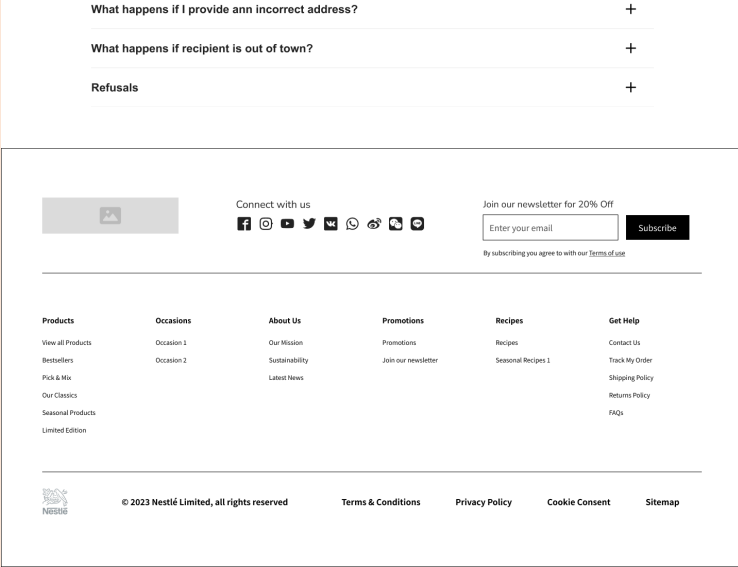
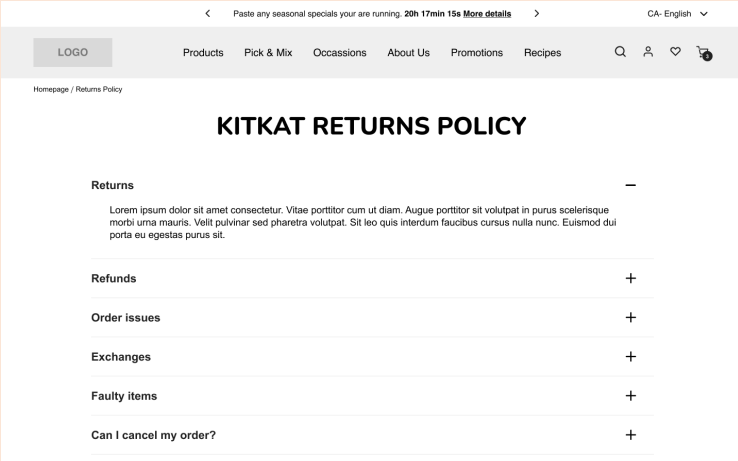
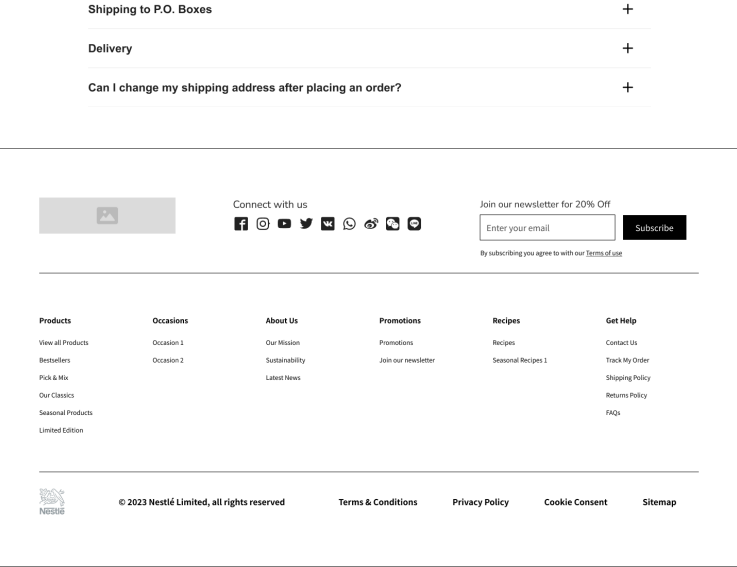
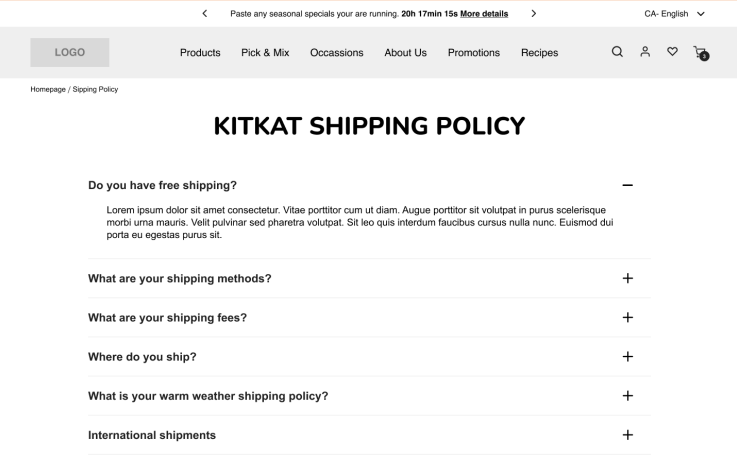
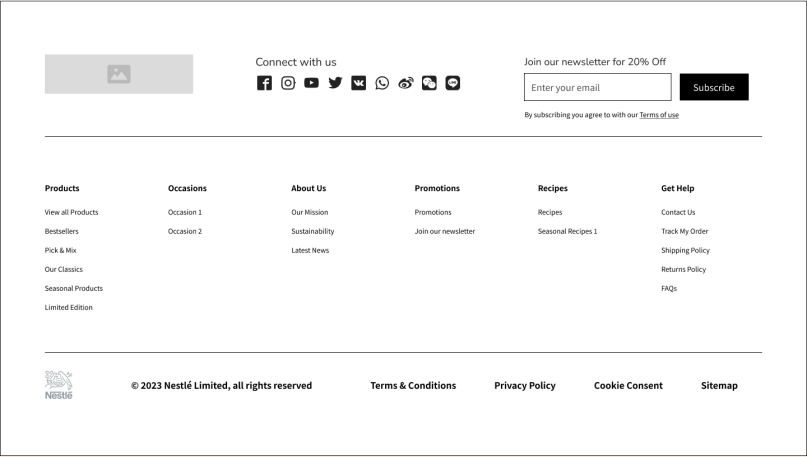
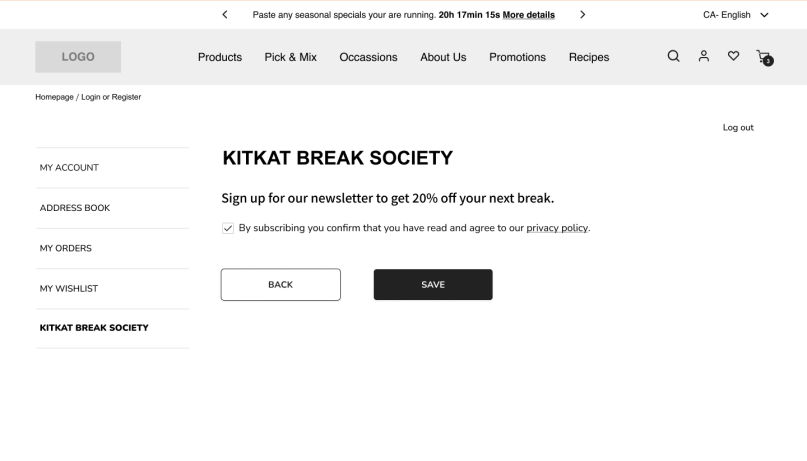
# ENHANCED IA WITH E-COMMERCE



# ENHANCED IA WITH E-COMMERCE

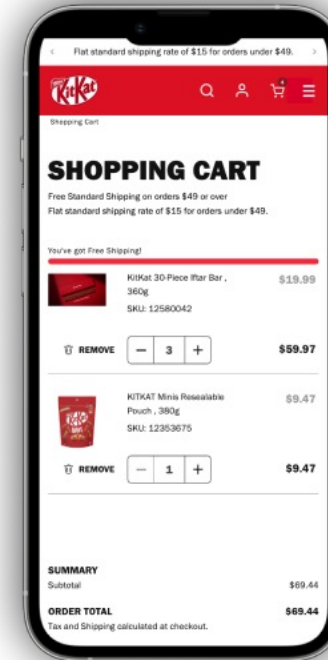
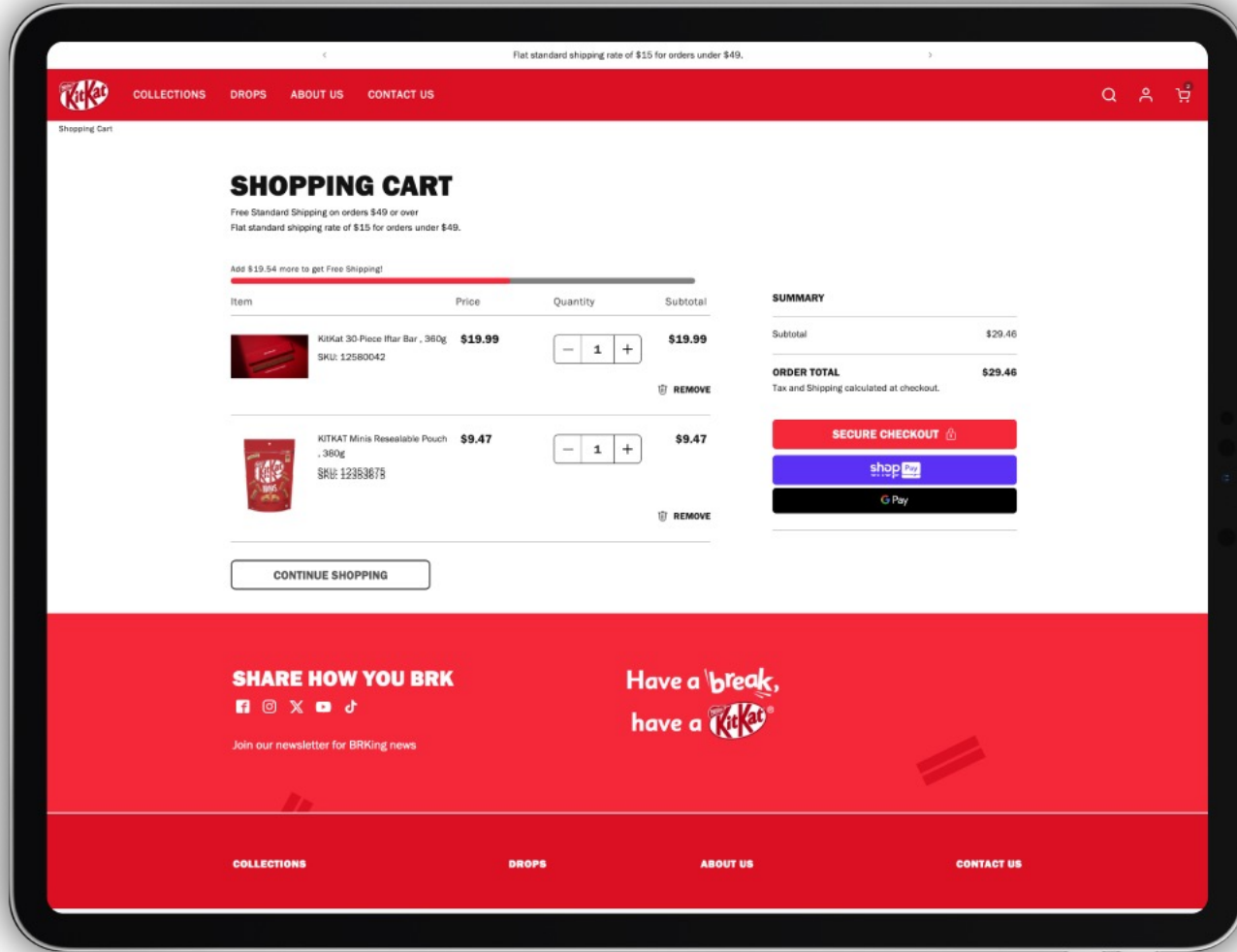


# ENHANCED IA WITH E-COMMERCE





LIVE SITE: <https://shop.kitkat.ca/collections/all-products>



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