

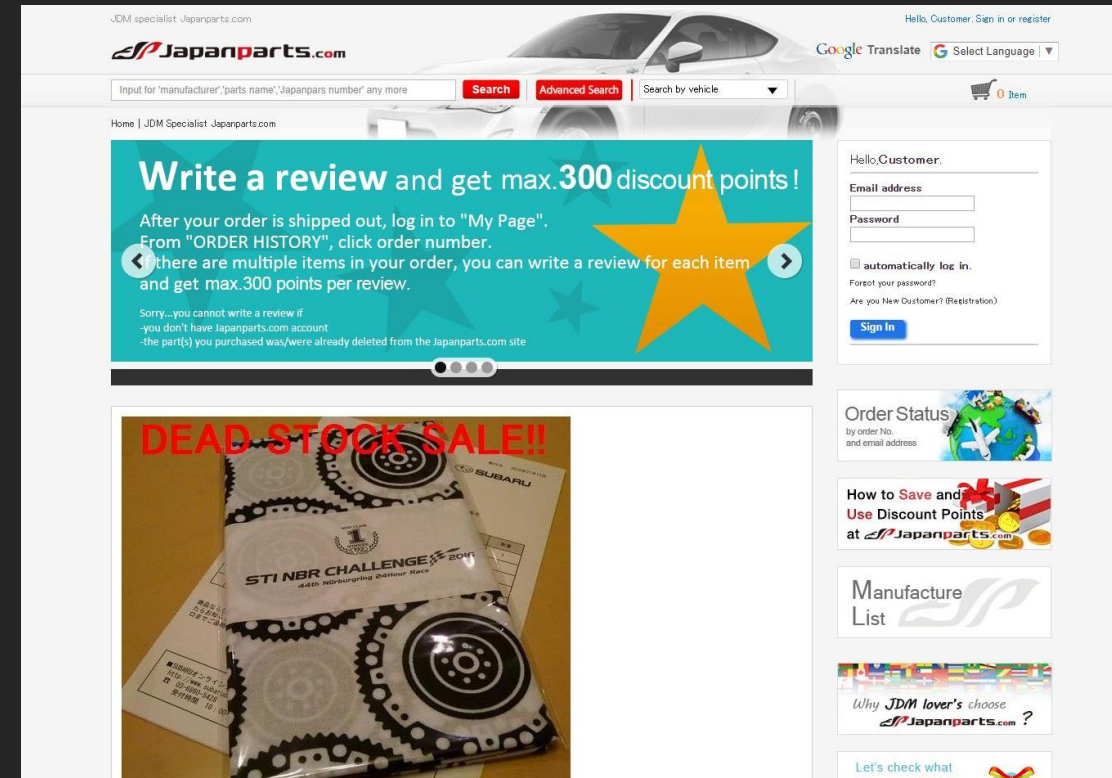
A white sports car with blue wheels is shown in profile, parked in a dark, industrial-looking environment. The car is the central focus of the image, with its sleek design and aerodynamic lines highlighted by the lighting. The background consists of dark, vertical panels, possibly part of a building or a studio set. The overall mood is modern and high-tech.

Redesigning JapanParts.com

Redesign by Daniel Roberto

What is JapanParts.com?

- JapanParts.com is an online shop specializing in Japanese manufactured car parts
- The shop is based in Japan, and acts as a storefront for JDM (Japanese Domestic Market) parts worldwide
- They sell and ship Japanese parts internationally, especially to US consumers
- They have over 20,000 parts in their catalog, for almost all Japanese vehicles



Use Case

Car enthusiasts often shop for parts for their cars online, whether it be factory or aftermarket parts. They take their surroundings and other enthusiasts cars for inspiration and finding new things to do to their cars. They might find a certain part that catches their eye and want to purchase it **but it's from Japan. But** where can they find it and buy it with ease?

Describe the product you plan on designing or redesigning.

- I plan to redesign the JapanParts.com website to be easier and faster for western audiences to navigate and purchase their desired products

Describe your users and how they might use the product.

- JapanParts.com users are Japanese car enthusiasts who are looking for parts compatible with their vehicle.

Describe how you would apply a user centered approach to the design.

- Interviewing users would help provide feedback and improve the design. It's important to understand their needs, wants, and goals when coming to a website like this.
- Personas can help figure out who exactly the design is for, and if it meets their requirements, both lifestyle and their expectations
- User testing both with the current design and redesign will be beneficial to understanding the patterns and hotspots of the website that could be improved



Persona

“The Car Enthusiast”

Louie

- 28 years old
- Single
- Has B.S. in Engineering
- Works for a creative agency and automotive styling business in his free time
- Does photography for fun
- Makes \$60k+ income

Daily Life

He checks his social media in the mornings, and goes to work during the day. After work, he usually spends his time with his girlfriend, going out, or shopping and researching online / working on his car at home. He communicates with friends and family throughout the day.

Frustrations

- When it is difficult / can't find parts for his car
- When the parts for his car are not available
- When the parts for his car take long to arrive
- When he is not sure if the car part is compatible or not

Bio

Louie was raised by his 2 parents in San Diego. His father used to build housing and was a mechanic in his home country. Louie grew up learning how to build things and be hands on, especially when it comes to cars and technology. He is currently a full time videographer and photographer, and sometimes works part time for a local automotive shop that specializes in styling and modification.

Likes

Modifying and changing things on his car, taking photographs, attending car shows and meets, networking with other car enthusiasts, helping his friends with their cars, researching and learning more about all kinds of cars. Also loves technology and keeping up with the trends as well as social media.

“Since my car is Japanese, all my parts have to be JDM.”



Personality

- Extrovert
- Go-getter
- Technical
- Creative
- Open minded
- Optimistic
- Authentic
- Good sense of humor
- Motivated

Motivation

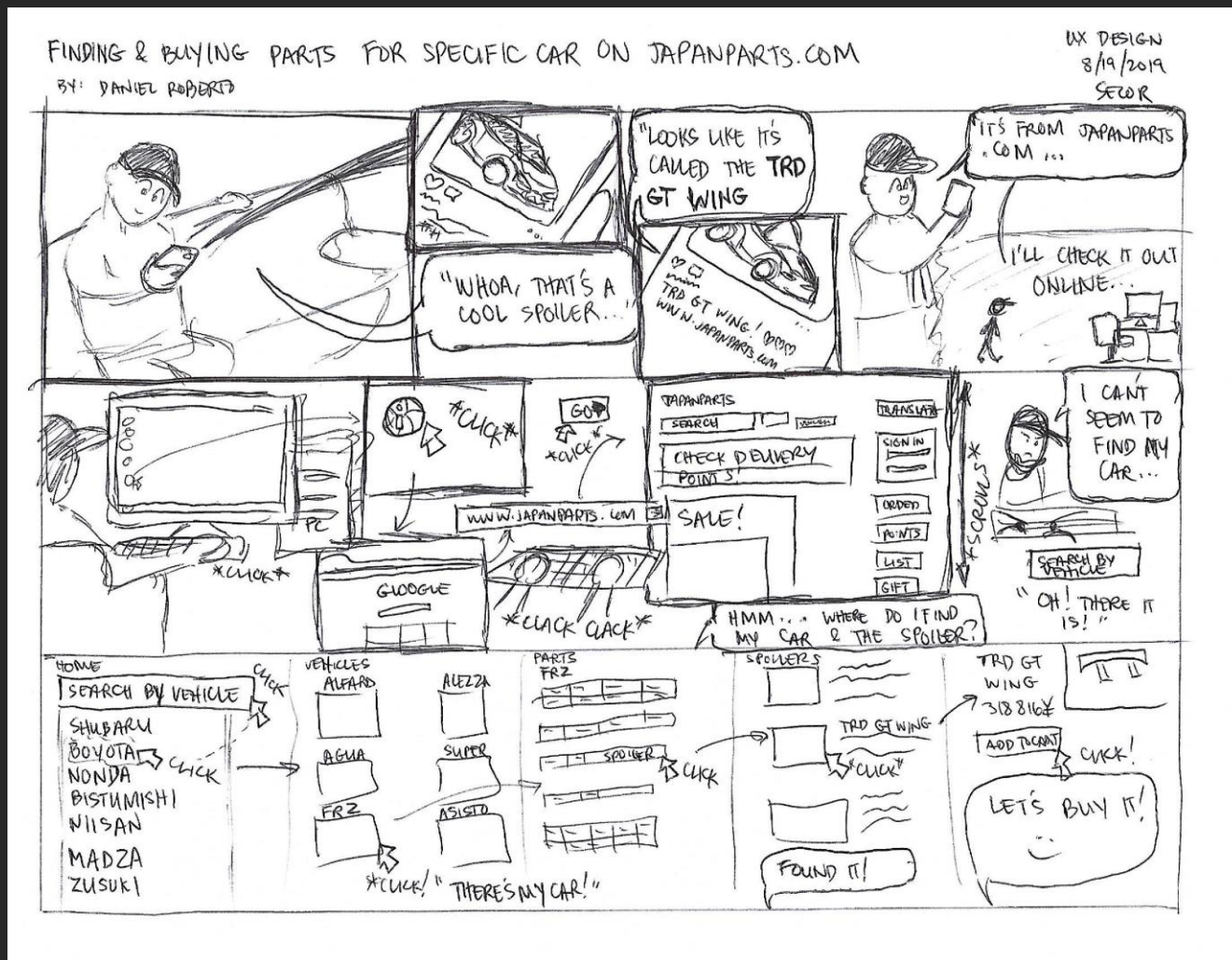
- Uniqueness
- Ease
- Quality
- Reputation / Respect

Goals

- Modify his car to be unique to win at car shows
- Buy the best parts for his car at the best price

Louie would be a regular user of JapanParts.com. Although he like many wouldn't be using and purchasing everyday, He is a detail oriented, tech saavy, comparative online shopper whose main goal is to buy quality parts made for his car.

Storyboard



Our user scrolls through social media, seeing many other interesting cars. The user's eye is caught by a particular spoiler for the model of their car. They find the name of the item, and go to the internet to look for a price.

They arrive at JapanParts.com and try to navigate to the product they're looking for. After finding the part and price, they intend to purchase it.

Creating this persona helped me think of the whole user and process flow to help envision the total user experience for someone who arrives at JapanParts.com

By creating this persona, it also helped me nail down the most common path that most users would go through; finding the desired part by searching by their vehicle.

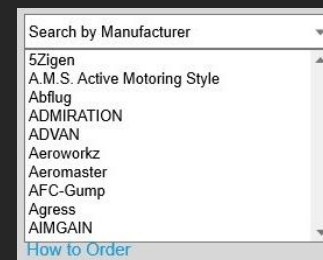
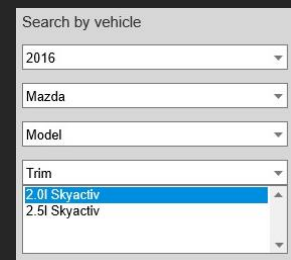
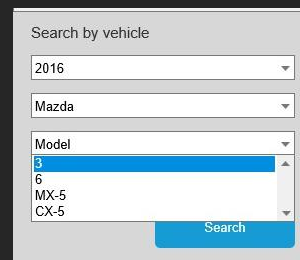
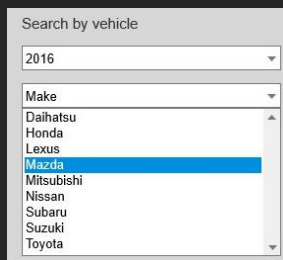
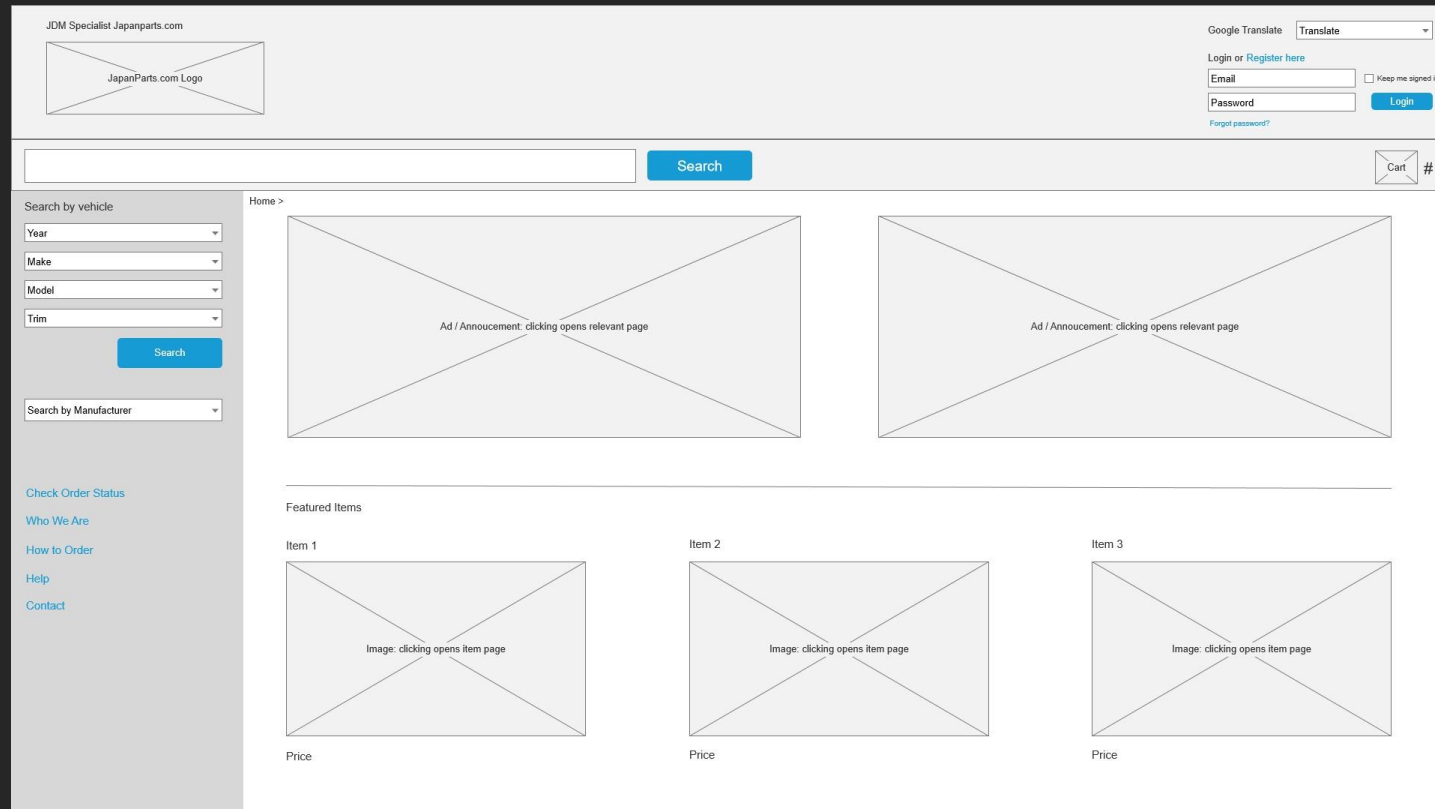
Wireframe Home Page + Functionality

The home page serves as the first place users will go to find their parts.

It should be simple and immediate to be able to search by a certain category, such as by vehicle or manufacturer.

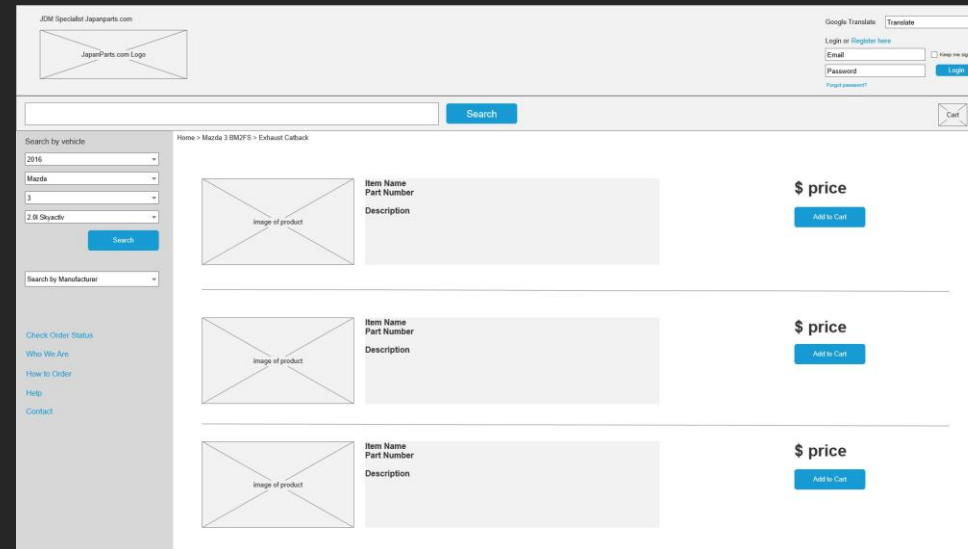
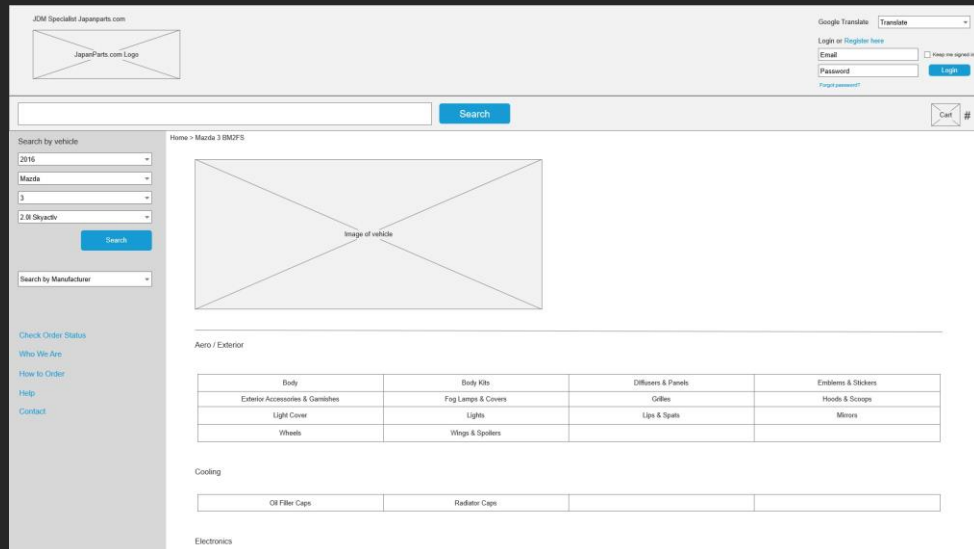
The layout of the website has been simplified of unnecessary resources, and provides simple and widely used functionality (vehicle search dropdown boxes) most commonly found in automotive related websites.

<https://o3i3rw.axshare.com>



Wireframe

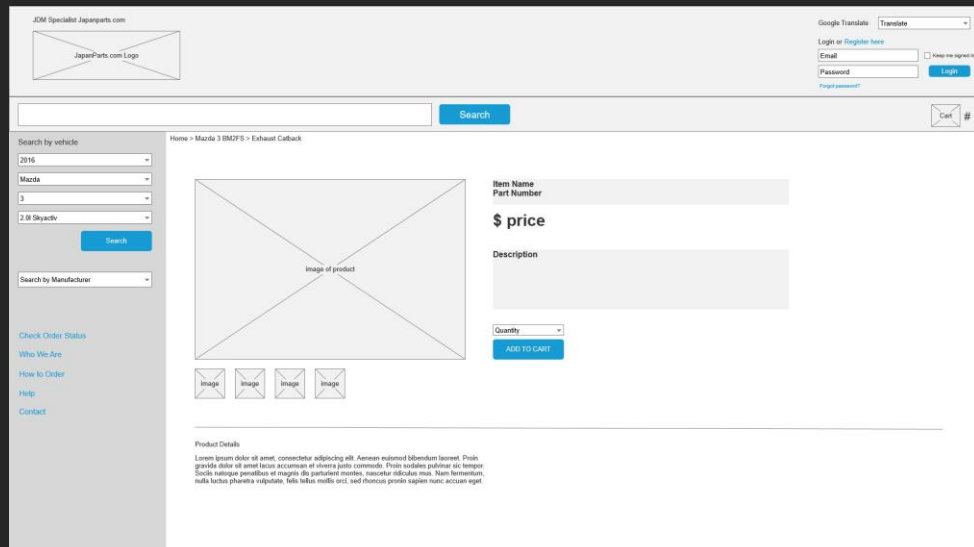
Vehicle, parts, and item info pages



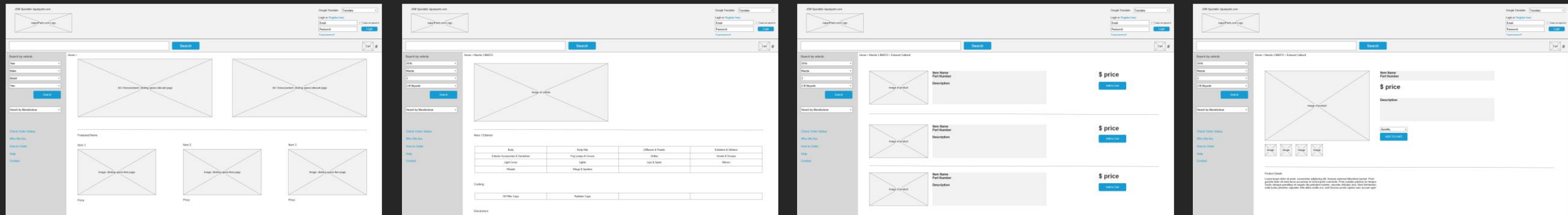
Vehicle page consists of multiple cells organized by part types to provide an easy reading layout

Parts list page follows typical e-commerce line-organized layout, e.g. Amazon

Part info page highlights the images, name, description and price



Wireframe



Creating the wireframes was incredibly crucial to the design process. I had to weigh out what was necessary and unnecessary to the design, and reorganize the layout to make most sense in a simplified manner, without changing too much of the website.

Not only did I have to redesign the website, I also had to take a lot of time to understand the logic and hierarchy of the website, so that I wouldn't remove or miss any important pieces to the total functionality.

I learned that wireframing is definitely more than just boxes and text. It's really creating the foundation and blueprint for the functionality and hierarchy of the whole design.

Prototype

Home Page & Vehicle Page

The Home Page prototype features a dark header with the Japanparts.com logo and navigation links. A search bar is prominently displayed. On the left, a sidebar offers search filters by vehicle (Year, Make, Model, Trim) and brand. The main content area includes a large promotional banner for '15% OFF ALL TOYOTA OEM PARTS' and a call to action to 'WRITE A REVIEW and receive up to 300 DISCOUNT POINTS'. Below this, a 'Featured Items' section displays three products: a white Toyota GT86, HKS Hipermax Max IV GT Coilovers, and TRD GT Wing Spoiler. A 'Previously viewed items' section shows three items: a Blitz Suction Kit, a Voltex GT Wing Type 7 Spoiler, and an Eady Hyper Single VF. The footer contains logos for various brands (HKS, BLITZ, TRD, NISMO, VOLTEX, RECARO, RAYS, MUGEN) and a 'Customer Service' section with links for My Account, Who We Are, How to Order, International Help, and Stay Connected.

The Vehicle Page prototype for the Toyota GT86 (2016) features a dark header with the Japanparts.com logo and navigation links. A search bar is prominently displayed. On the left, a sidebar offers search filters by vehicle (Year, Make, Model, Trim) and brand. The main content area includes a large image of the red Toyota GT86 and a detailed list of parts categorized by system: Aero / Exterior, Brakes, Cooling, Drivetrain & Transmission, Electronics, Engine, Exhaust, Interior & Dress Up, and Suspension & Steering. A 'Previously viewed items' section shows three items: a Blitz Suction Kit, a Voltex GT Wing Type 7 Spoiler, and an Eady Hyper Single VF. The footer contains logos for various brands (HKS, BLITZ, TRD, NISMO, VOLTEX, RECARO, RAYS, MUGEN) and a 'Customer Service' section with links for My Account, Who We Are, How to Order, International Help, and Stay Connected.

I decided to create the rest of the website pages by adding all items with a footer section. I did not link everything in the prototype, as I decided just following a similar scenario as the storyboard is sufficient enough to understand the functionality and fulfill the common user and process flow.

Prototype

Parts list pages & Part info page

This screenshot shows a search results page for 'Wings & Spoilers' on the Japanparts.com website. The page features a search bar at the top, a navigation menu on the left, and a list of products. Each product entry includes a thumbnail image, the product name, part number, and price. The products listed are:

- Toyota GR Rear Spoiler (Part number: 043-214-051) - \$548.21 / \$542.72
- TRD GT Wing (Part number: 043-214-051) - \$3654.72 / \$2996.88
- TRD Rear Trunk Spoiler (Painted) (Part number: 043-214-051) - \$324.87 / \$276.14
- Silk Blaze Rear Wing (Part number: 488-051-007) - \$406.09 / \$357.36
- Ings N-SPEC Rear Trunk Spoiler (Part number: 077-013-020) - \$588.82 / \$518.16
- TRD Rear Trunk Spoiler (Unpainted) (Part number: 043-214-051) - \$284.26 / \$241.62

At the bottom of the page, there is a 'Previously viewed items' section and a footer with various brand logos and contact information.

This screenshot shows a part information page for 'TRD Toyota Racing Development' on the Japanparts.com website. The page features a search bar at the top, a navigation menu on the left, and a list of products. Each product entry includes a thumbnail image, the product name, part number, and price. The products listed are:

- TRD Front Spoiler (WR-LED) Painted (Part number: 043-214-051) - \$612.17 / \$665.98
- TRD GT Wing (Part number: 043-214-051) - \$3654.72 / \$2996.88
- TRD AT Shift Knob (Part number: 043-214-051) - \$101.53 / \$86.30
- TRD MCB Motion Control Beam (Part number: 043-214-051) - \$612.17 / \$674.19
- TRD Monoblock Brake Kit (Front 4 pot / Rear 2 pot) (Part number: 043-214-051) - \$6067.00 / \$4162.37
- TRD Rear Trunk Spoiler (Unpainted) (Part number: 043-214-051) - \$284.26 / \$241.62


At the bottom of the page, there is a 'Previously viewed items' section and a footer with various brand logos and contact information.

This screenshot shows a part information page for 'TRD GT Wing' on the Japanparts.com website. The page features a search bar at the top, a navigation menu on the left, and a detailed product page. The product name is 'TRD GT Wing' with part number '83604-72' and a price of '\$2996.88'. The page includes a large image of the product, a description, and a list of compatible vehicles. There is also a 'Reviews & Reviews' section and a 'Customer Reviews' section. At the bottom of the page, there is a 'Previously viewed items' section and a footer with various brand logos and contact information.

Some things have been added since the wireframe, as to fulfill some of the other options and functionality that the original website has, that may be necessary to add into the new design.

Prototype

Cart




Search by vehicle, manufacturer, part number, or keywords

Search by Brand / Manufacturer

My Wishlist
Check Order Status
How to Order
Help
Contact

Cart

Image	Item Name	Qty	Estimated Arrival	Price
	TRD: GT Wing Body - Spoiler	<input type="text" value="1"/>	10 - 15 days	\$3654.72
	Delete			-\$657.84
	Add to Wishlist			
				\$2996.88

Subtotal (1 item): \$2996.88

PLEASE READ

Stick your delivery schedule

- The estimated delivery schedule shown on the website means 'Delivery Time by EMS / Courier' (the shortest time). When you order more than two items, you may be shown several delivery dates for your entire order is shipped out in the longest delivery schedule.
- Several Major Suppliers (Items If You Have to Buy From Our Two Parts Suppliers)
- Parcel AIR (Japan Port), Parcel SEA (Japan Port), Parcel SEA (Japan Port), To Support By Sea Cargo Requires More Days Than Estimated Delivery Time by EMS / Courier for items in the shipping schedule.
- Japanparts is normally closed on weekend (Saturday and Sunday), on national holidays, and on some other dates, so the orders are not processed during that time.
- If the ordered parts require time from the estimated delivery schedule, you will be notified by e-mail before your order is processed. You can cancel the whole order or change the ordered item to fit.




Cancellation after you order









- All the parts and accessories are for JDM (Japan Domestic Market) and the fitting is guaranteed only for JDM. Once the order has been processed, you cannot cancel the order, unless the delivery or return the ordered part (s). However, if offered by manufacturers, become invalid once the parts have been dispatched from Japan. The refunding system does not apply to international transactions.

Surcharge

- Surcharge applies to the payment by international bank transfer. The surcharge for bank transfer is already included in the final amount (no surcharge for payments by Paypal or credit card).
- Please read and agree with our Terms and Conditions before completing the order.

Previously viewed items

 Blitz Suction Kit \$202.57	 Volvo GT Wing Type 7 \$2658.88	 Easdy Hyper Single VF \$1131.91
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[BACK TO TOP](#)

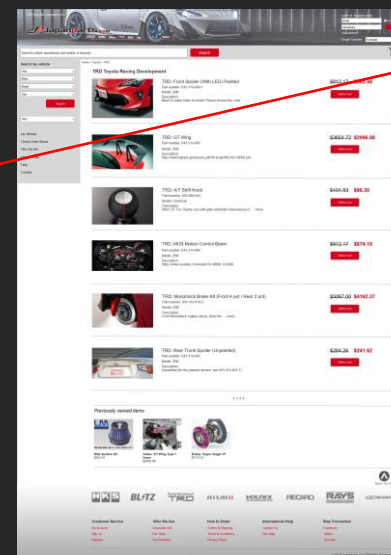
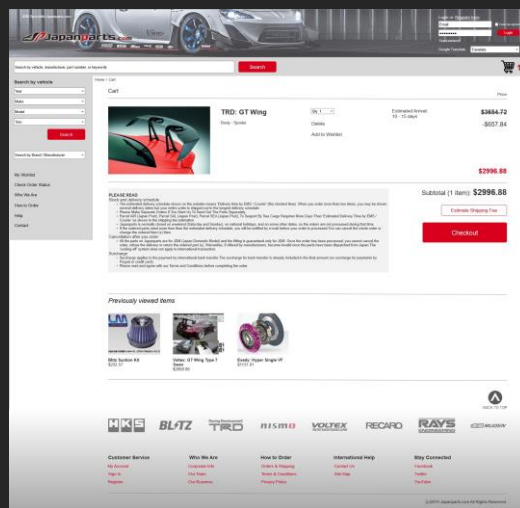
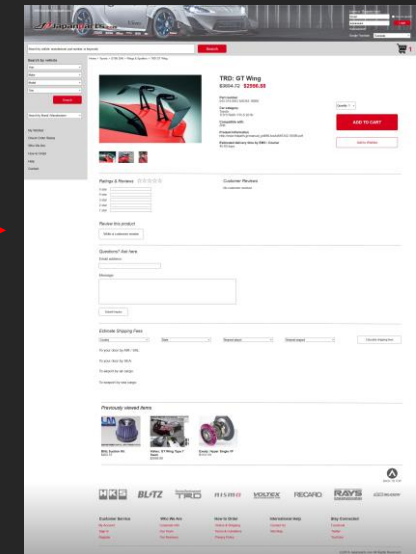
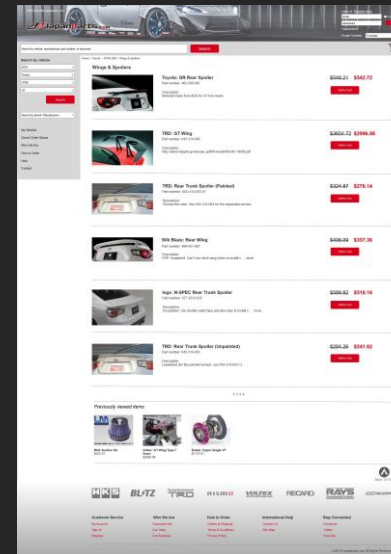
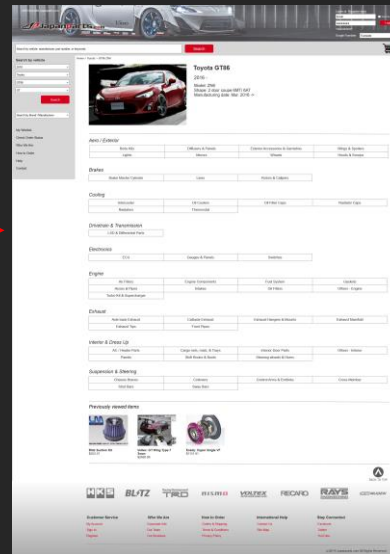
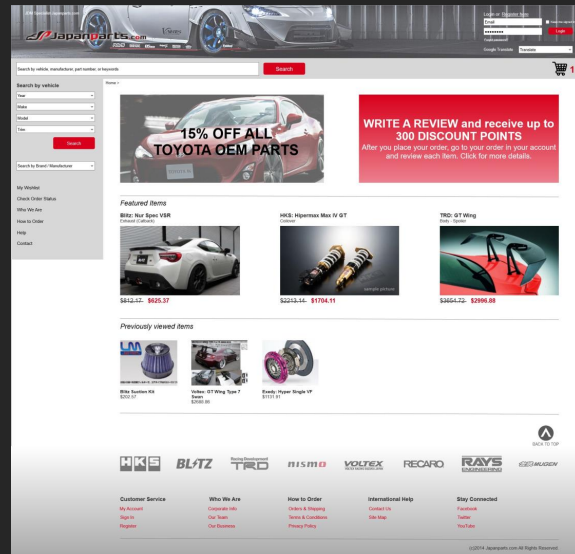
Customer Service My Account Sign In Register	Who We Are Corporate Info Our Team Our Business	How to Order Orders & Shipping Terms & Conditions Privacy Policy	International Help Contact Us Site Map	Stay Connected Facebook Twitter YouTube
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I also decided to create the cart page as well, since the flow is from a point A: home page to a point B: purchasing the item.

Prototype

Complete Map



Prototype

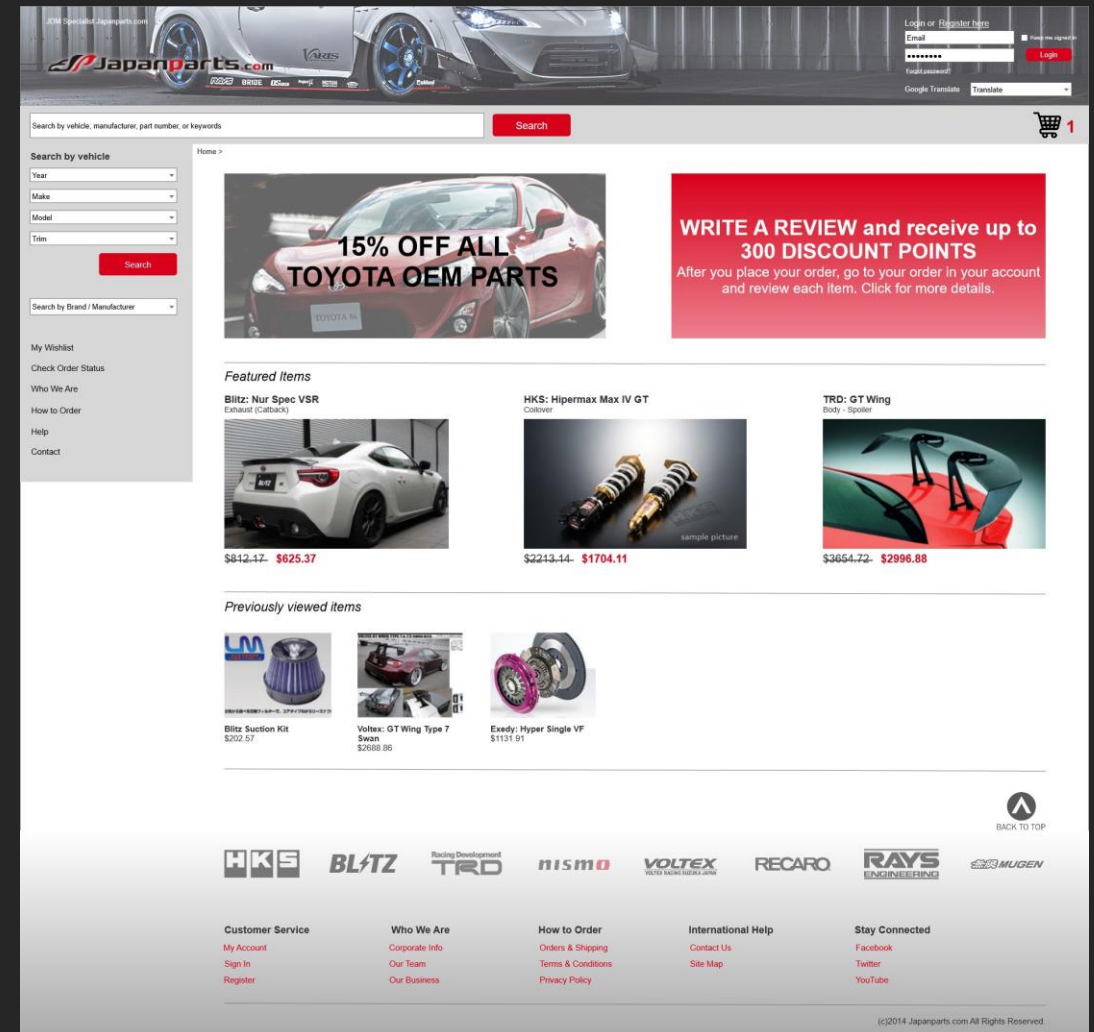
Similarly to the wireframe and the first time using Axure, I found it easy yet difficult, not only using the software, but creating a whole design and figuring out the hierarchy and logic.

I realized at this point that the layout and visuals were just as important as functionality.

Spacing out and sectioning off makes a big difference in ease of use and reading, images, effects (hyperlinks, mouseovers, etc), placement of buttons, fonts, etc. all have a significant impact on the user experience and usability of the website.

Testing the prototype and going through it multiple times was very necessary as well, because you never know if a certain functionality works or not. I thought I had linked many of the buttons before testing it, but upon testing it, I realized I didn't link certain things.

This process definitely helped me learn more about prototyping, as well as learn how to use Axure.



Obstacles & Victories

Obstacles:

- Design:
 - I didn't know exactly what I wanted JapanParts.com to look like. With all the other websites, there was a lot of other ways to make the website look newer, fresher, and modern. However, I tried to constrain myself into working with what we have. I felt like with a website and enormous stock they have, they wouldn't want a complete redesign of the website, mostly a refresh. I tried to make do with what their website is currently, and try to make it simpler, cleaner, and easier to navigate.
 - Using Axure for the first time needed getting used to. I can see it's a powerful tool once you get used to it though.

Victories:

- Requirements:
 - I already had a good idea of what I wanted the website to have though. I knew from the beginning that it wasn't intuitive of finding parts, that it needed a vehicle finder and a lot of links repositioned to places that are easier to find and use. I knew what functionality I wanted it to have from the get go.



Demo

The screenshot shows the homepage of Japanparts.com. At the top, there is a navigation bar with the site logo, a search bar, and user options like 'Login or Register here'. Below the navigation bar, there is a main content area with a search bar and a 'Home >' breadcrumb. The main content area features a large promotional banner for '15% OFF ALL TOYOTA OEM PARTS' and a red box encouraging users to 'WRITE A REVIEW and receive up to 300 DISCOUNT POINTS'. Below the banner, there are three featured items: 'Blitz: Nur Spec VSR Exhaust (Catback)', 'HKS: Hipermax Max IV GT Coilover', and 'TRD: GT Wing Body - Spoiler'. Each item has a small image and a price tag. Below the featured items, there is a section for 'Previously viewed items' with three items: 'Blitz Suction Kit', 'Volvox: GT Wing Type 7 Swan', and 'Exedy: Hyper Single VF'. At the bottom of the page, there is a footer with a 'BACK TO TOP' button, a row of brand logos (HKS, BLITZ, TRD, nismo, VOLTTEX, RECARO, RAYS ENGINEERING, MUGEN), and a grid of links for 'Customer Service', 'Who We Are', 'How to Order', 'International Help', and 'Stay Connected'. The copyright notice at the bottom reads '(c)2014 Japanparts.com All Rights Reserved'.

Axure prototype:

<https://8ksgzu.axshare.com>

YouTube demo:

https://youtu.be/Qr7fdml_7zI