



NESPRESSO UX/UI DESIGN

Works by Thomas Rousseil

MASTER ORIGIN CAMPAIGN

FOCUSED ON ECOMMERCE

INTERACTIVE HERO ZONE EFFICIENCY

For this permanent page dedicated to the new Master Origin coffee range, the challenge was to present all coffees simultaneously on the top of the page. Giving the opportunity for the user to discover all the new range at a glance, and having the ability to purchase quickly.



CONTEXT

Customers are looking to discover all coffees at the same level, and want to order easily.



OBJECTIVE

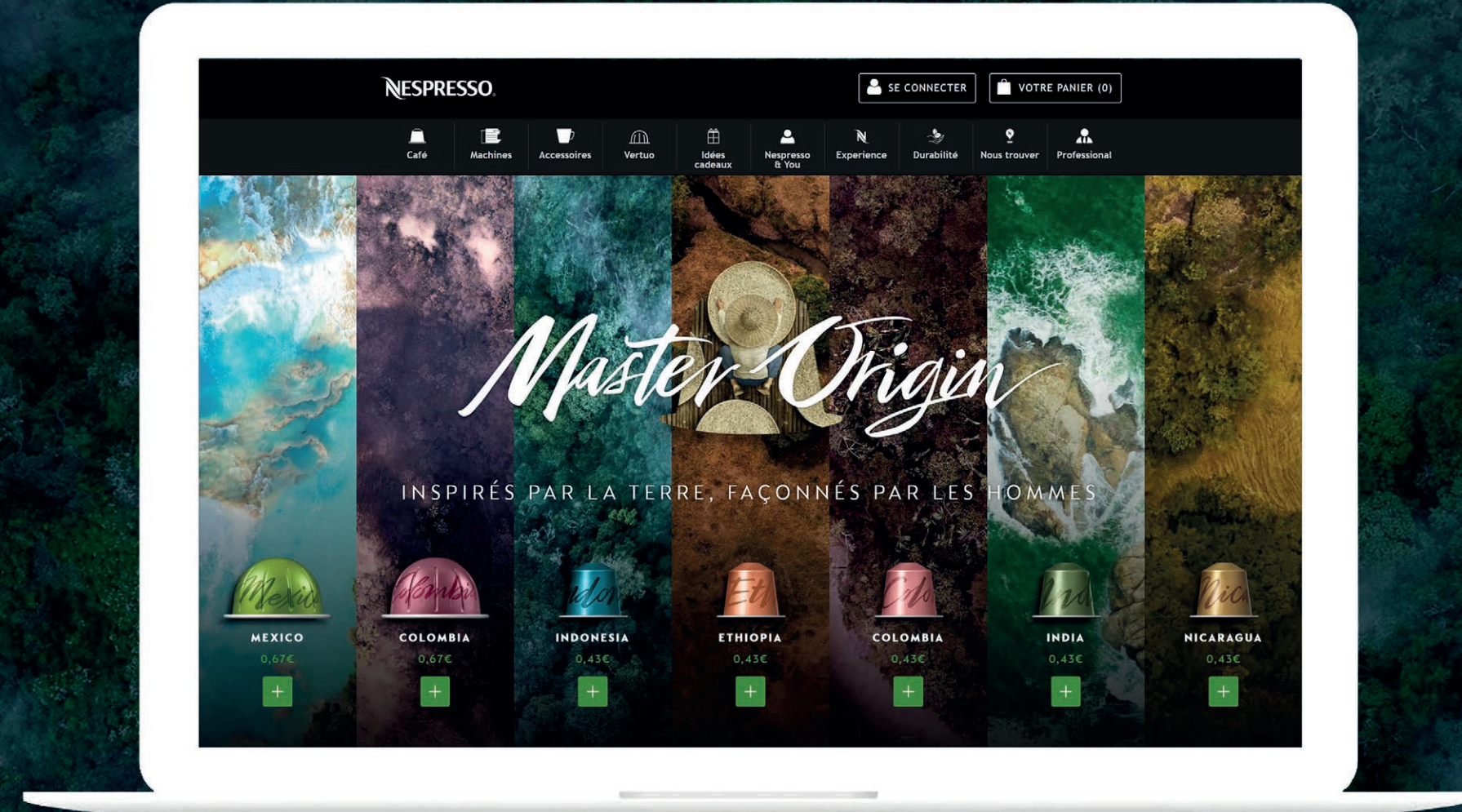
Having all important information and functionalities in the top part of the landing page.

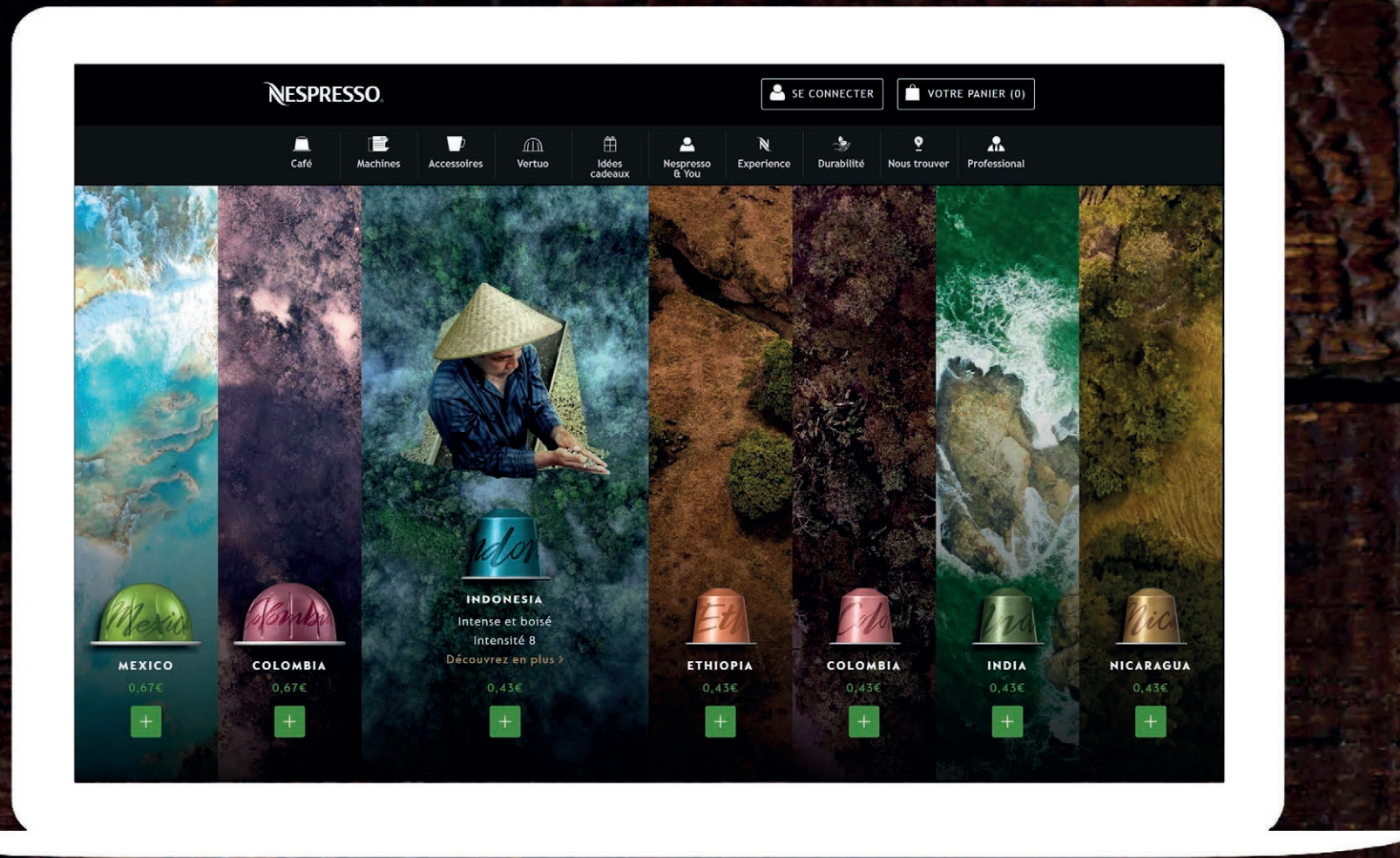


SOLUTION

Provide an interactive hero zone showing all coffees in desktop as well as in mobile touch devices.

#coffee #travellingexperience #interactive #swipablestripes #customercentric





Desktop interactive stripes with beautiful travelling landscape and 360° turning coffee capsule animation. Clicking on one stripe expands it to discover more information and displays the official campaign trailer.



Swippable stripes on mobile touch to have all coffees buyable with small add to basket button directly from the hero zone.



Coffee short description sheet with its full aromatic profile to enhance customer tasting knowledge.



Coffee full description pop-in accessible from the golden more info button. Ordering with the full add to basket button.

FESTIVE 2018 CAMPAIGN

UX / UI DESIGN INSTEAD OF FAMOUS McCANN COMMUNICATION AGENCY

For the most important campaign of the year, McCANN was unable to deliver a satisfying UX and UI Design. After numerous successes on previous projects, the head of Nespresso communication decided to move forward with me as the only expert to design the best solution, working with Sketch and Photoshop to create the HD assets needed.



CONTEXT

Festive is the end year campaign representing 30% of the annual Nespresso CA. This must be a success.



OBJECTIVE

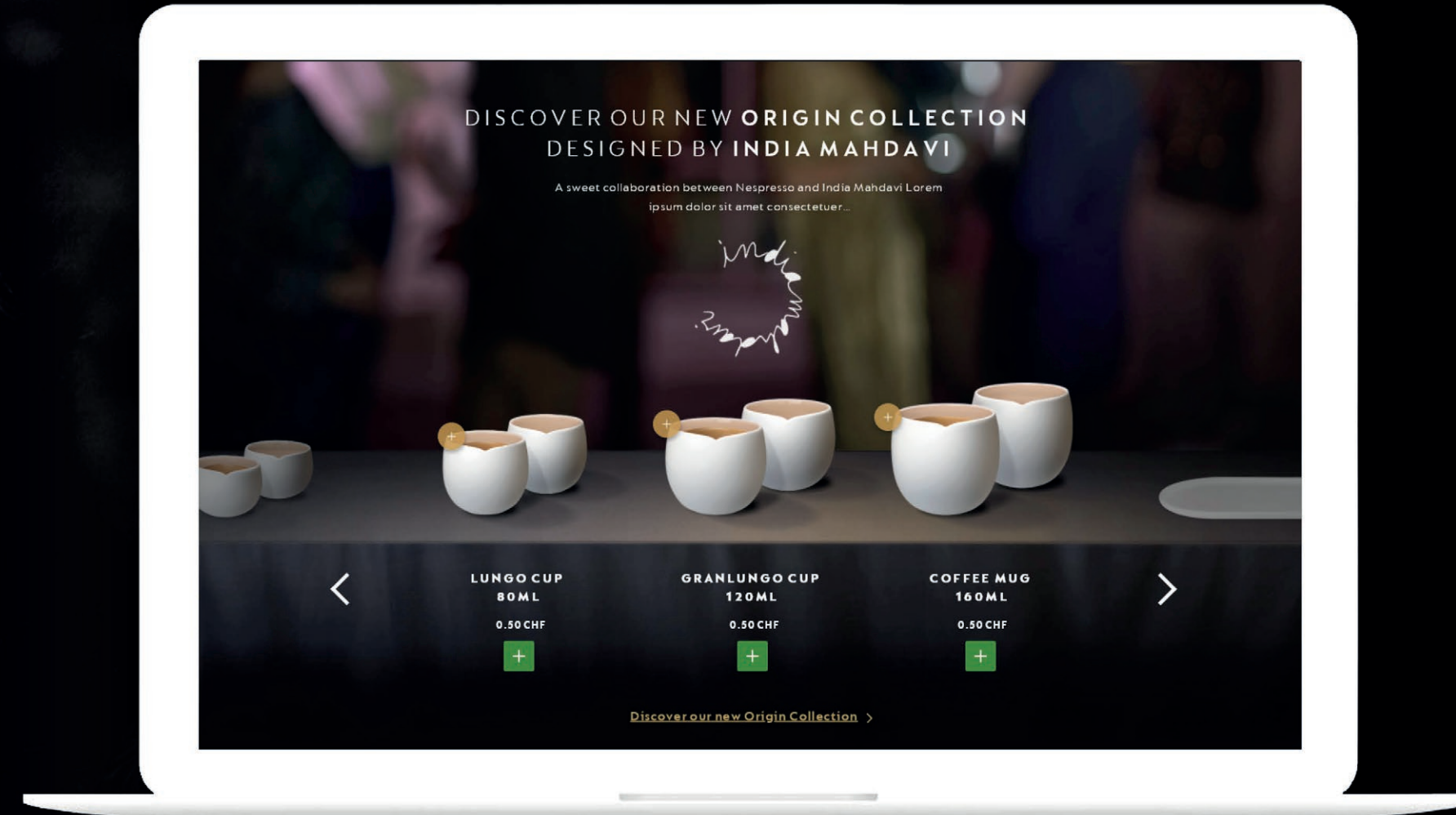
Create a modular page for all markets. Presenting both Original and Vertuo line on the same page to make customer path easier to understand.



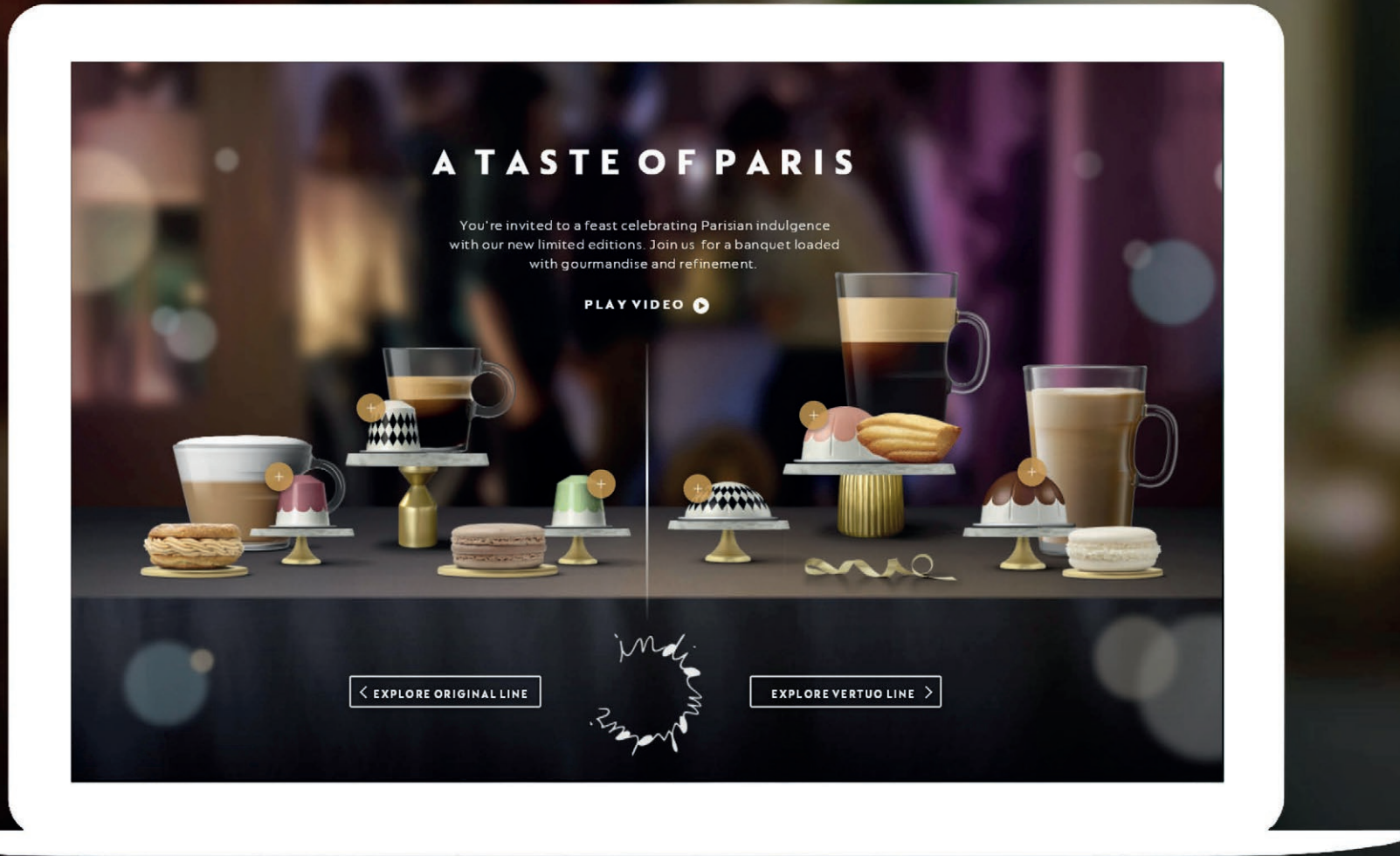
SOLUTION

Having a double entry point in the hero zone to bring the capsule technology user's choice first. Then the page adapts itself with the appropriate products.

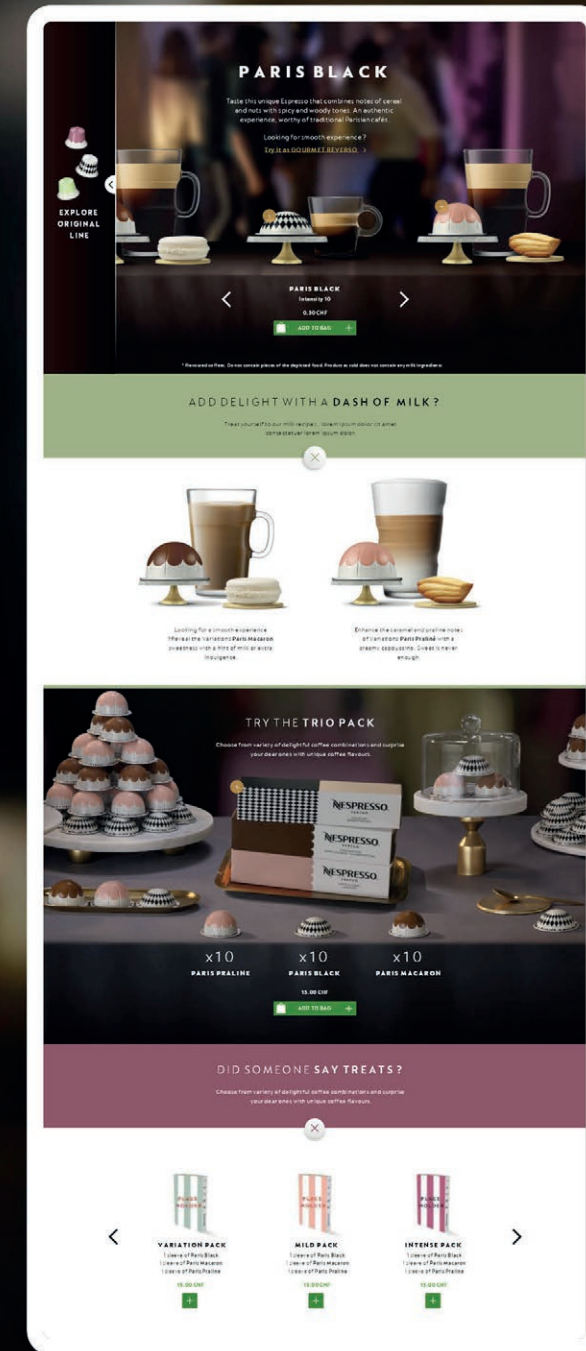
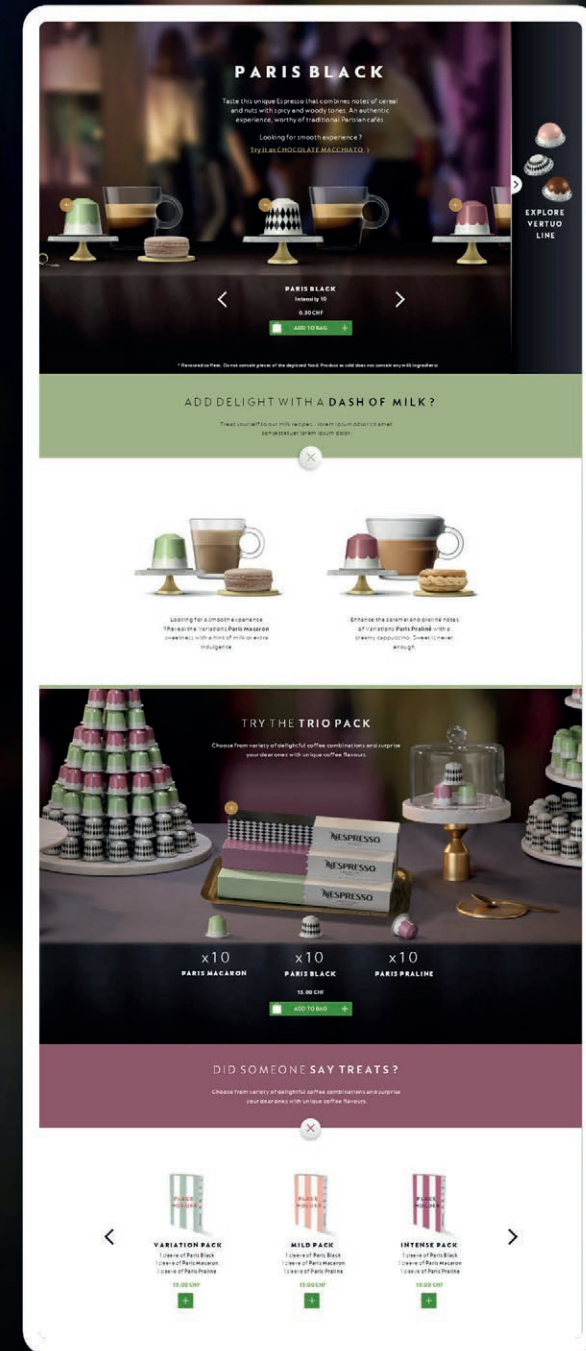
#christmas #originalline #vertuoline #indiamahdavi #newaccessoriescollection



Common section dedicated to the new Origin accessories collection, designed by India Mahdavi. Creation of the assets for the table (no shooting done), and redesign cups shadows for better integration.



Desktop interactive hero zone to choose your machine capsule technology.
 The customer choice is changing instantly the content of the page with the adapted coffees, recipes and coffee packs. Left side is focused on the Original Line, and the right one on Vertuo Line. This gives an easier entry point for customer in the markets selling both technologies.



PROMOTION SYSTEM

DEVELOPING A FLEXIBLE WORKFLOW FOR ALL PROMOTION MECHANICS

The head of Nespresso eCommerce gives the mission to design a new flexible system in order to manage all different promotion mechanics. Taking Black Friday as the reference point, the concepts developed through workshops with eCommerce / Communication / CRM teams, must be applicable as well to Year End Promotion, Spring Promotion, M2M and SOHO mechanics. The approach needs to be user centric, the path easy to understand, and fully configurable for the different market needs.



CONTEXT

Markets have their own eCommerce objectives, making a new page for each promotion campaign.



OBJECTIVE

Simplify the management of all promotional campaigns through a unique, but flexible template.



SOLUTION

Define a full design system for all user cases, cutting the complexity in small and configurable components.

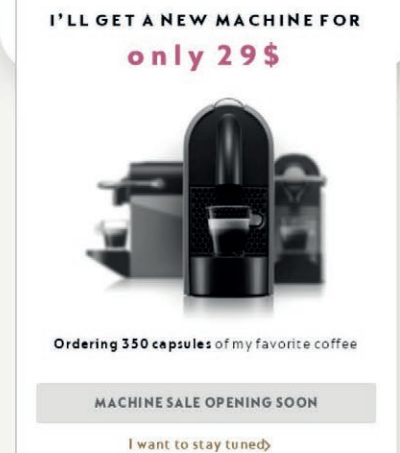
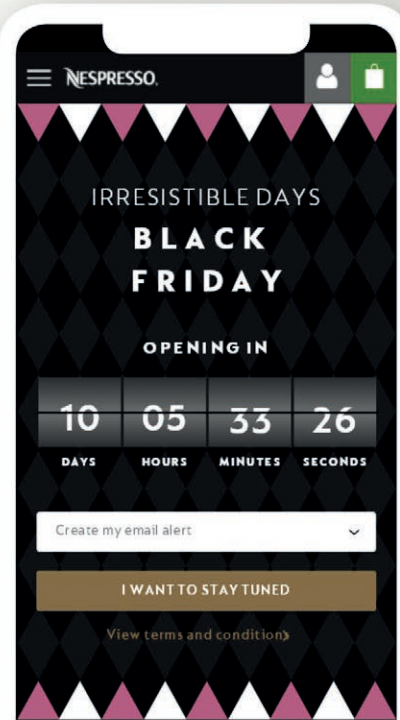
#blackfriday #promotions #flexibility #personalization #gifting #bundles



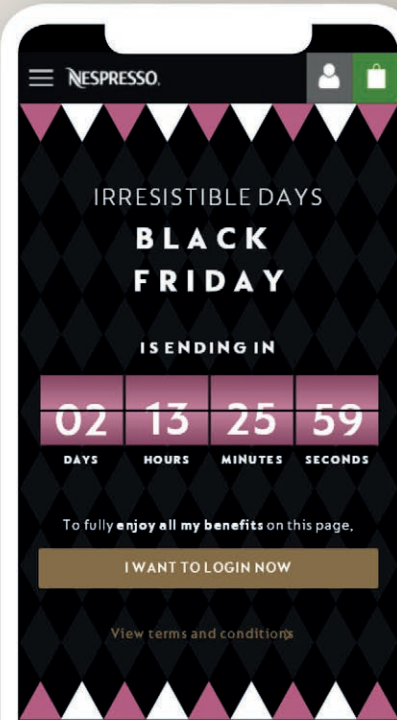
Designed with Sketch, mobile first

Focus on black friday, using small interface pieces to make visual identity easily configurable

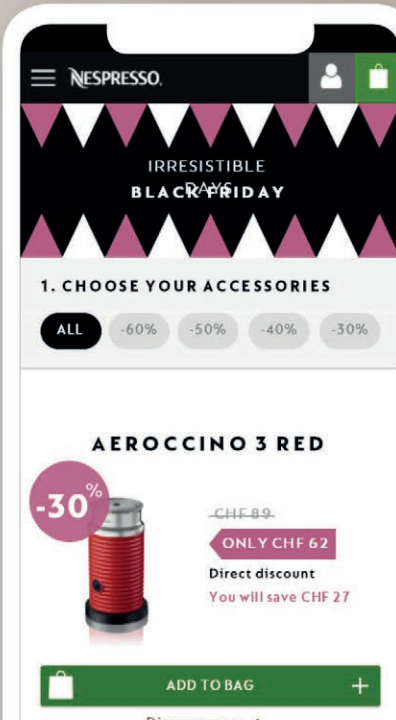
Campaign teaser
 Countdown, Email alert
 Disabled promotion products



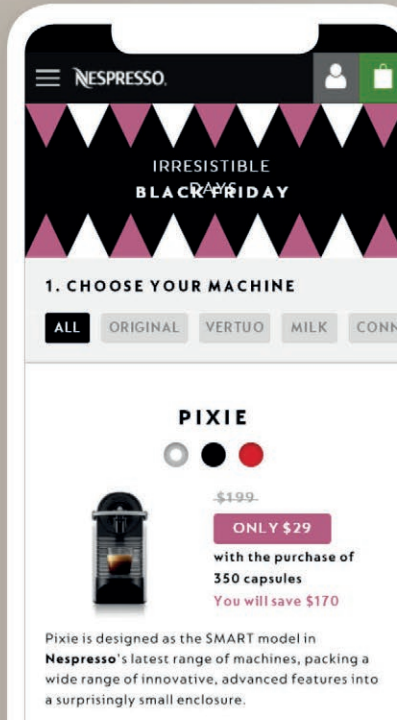
Campaign opened
 Ending reminder, User login
 to activate personalization



Gift accessories entry point
 Flexible visual identity banner
 Sales percentage filter



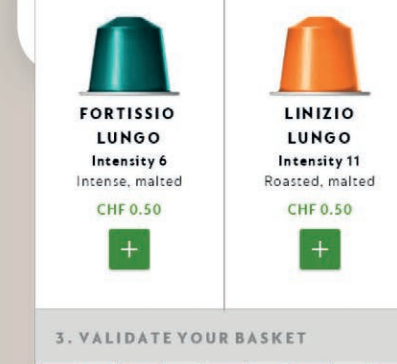
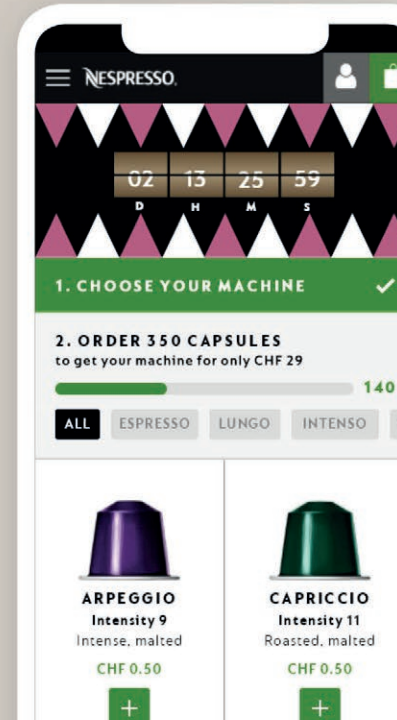
Bundle entry point 1/3
 Choose your machine
 Displays user centric benefits



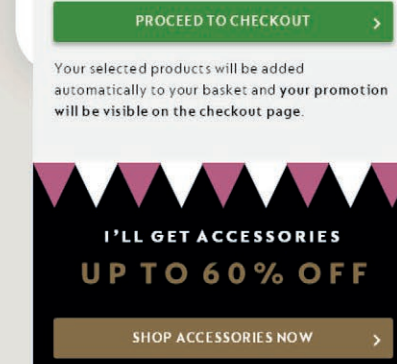
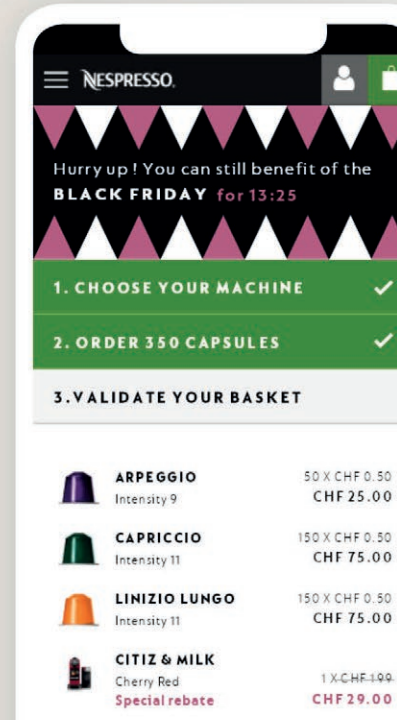
SPECIFICATIONS

Used capsule container capacity	10
Dimensions (WxDxH)	11.1 x 23.5 x 32.6
Empty water tank detection	Yes
Cable storage	Yes

Bundle entry point 2/3
 Choose your coffee
 Capsule gauge, Tastes filters



Bundle entry point 3/3
 Validate your basket
 Clear basket with benefits



This offer is valid for all Nespresso machines purchased from Nespresso or from an authorised trade partner between October 25th 2018 and January 6th 2019.
 View terms and conditions

NESPRESSO SERVICES

DEVELOPING A NEW USER CENTRIC APPROACH TO PRESENT SERVICES

A complete revamp of the Nespresso Services webpage with rich media integration. The main goals are to provide **customer awareness** on the services, and a **personalized experience** for logged users. Components modularity should bring the services in the center of the customer path (products pages, basket)



CONTEXT

Customers are not aware about the Nespresso services, nor their Club Member Benefits.



OBJECTIVE

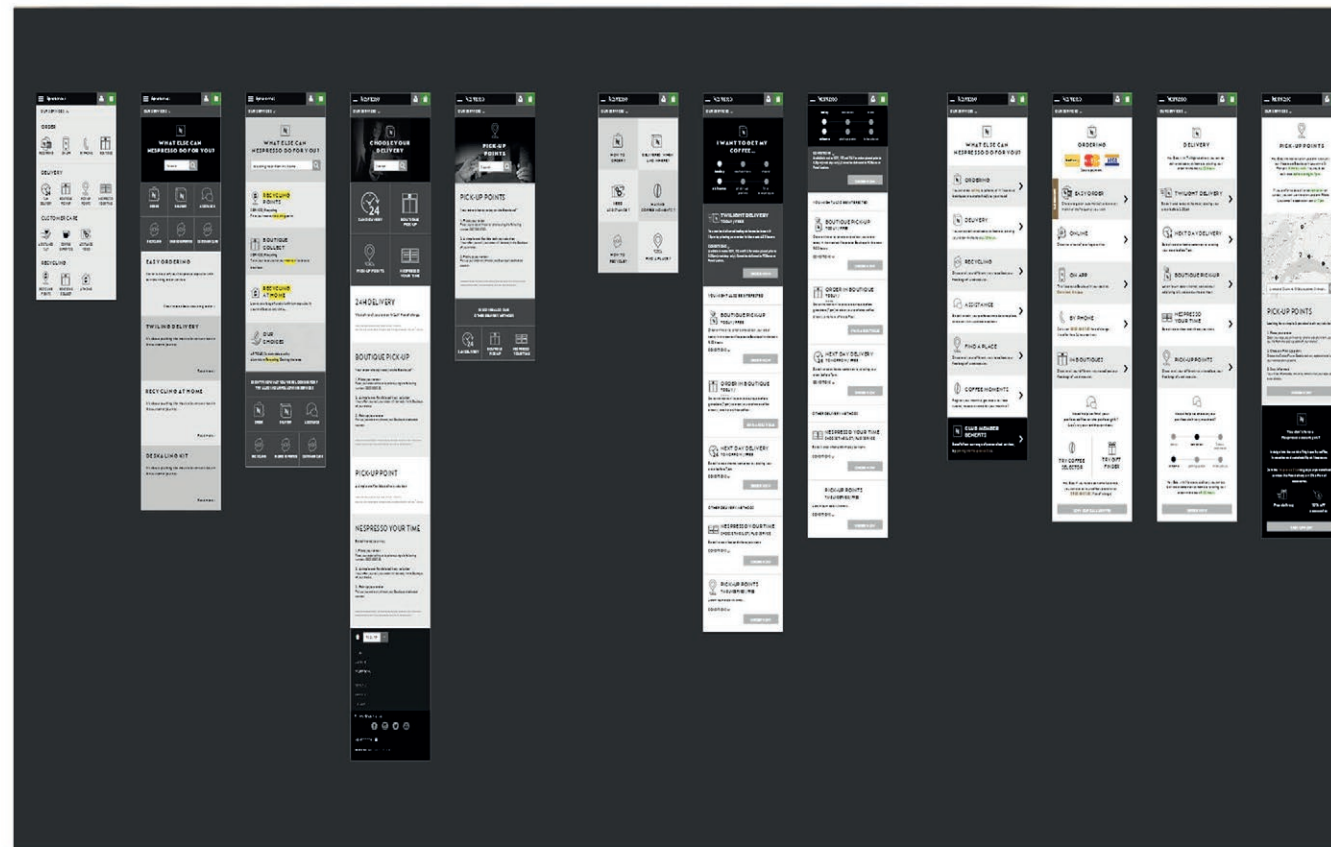
Awareness of the services. User needs to understand and identify all the services at a glimpse. Develop flexible components to be used on different pages.



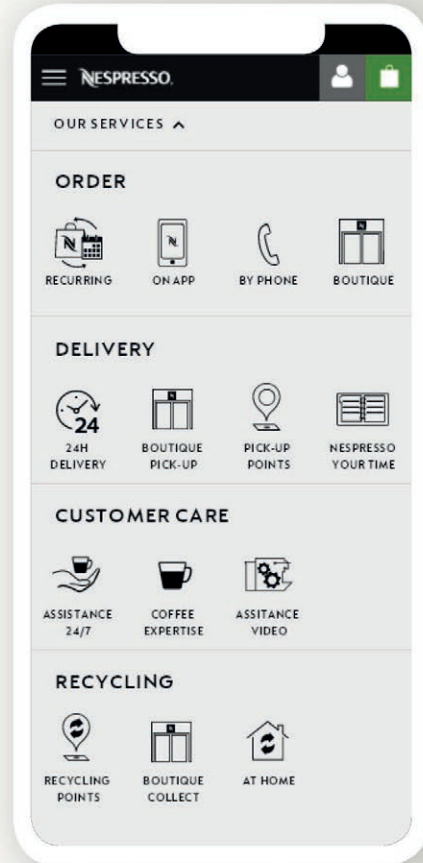
SOLUTION

Prioritize personalization through targeted push notifications, information and emergency messages, and helpers to engage the customer.

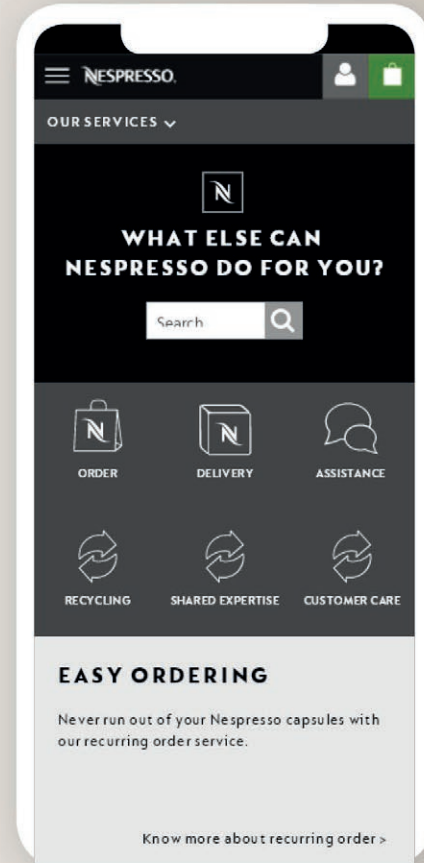
#services #awareness #personalization #usercentric #helpers



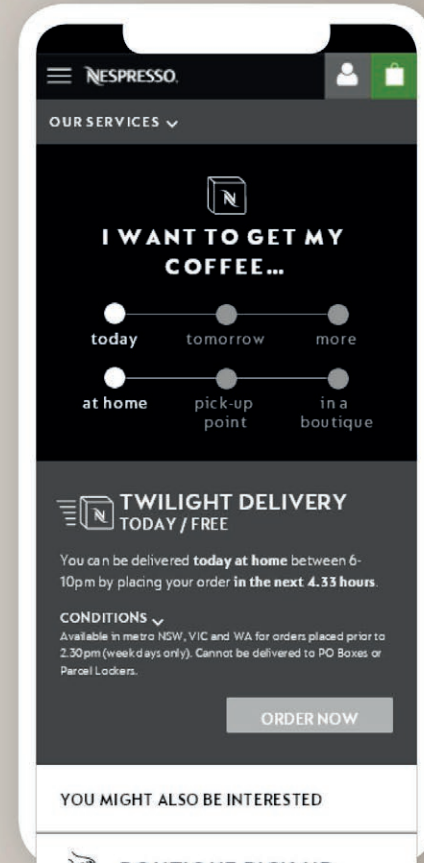
Services Menu (v1)
Direct access to all services by categories



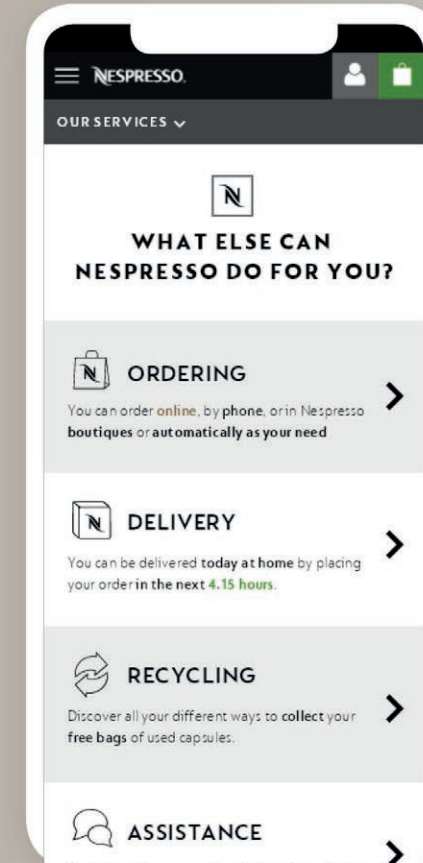
Services home (v1)
Search engine, Categories, Focus on main services



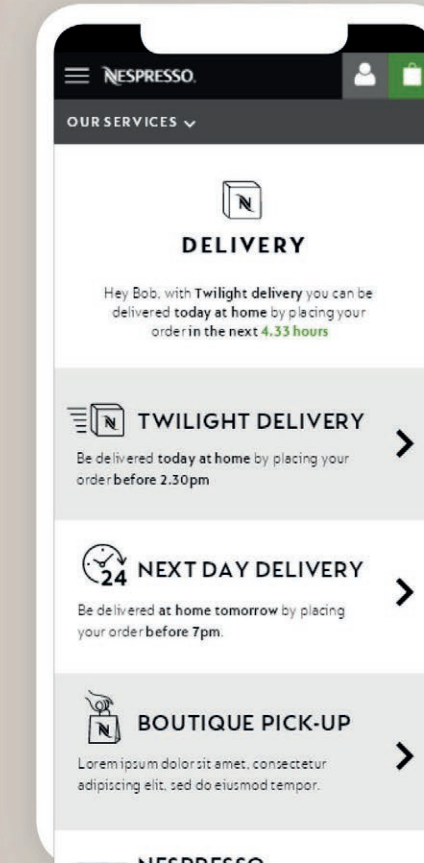
Delivery category (v1)
Focus on user needs, helpers to find the best delivery



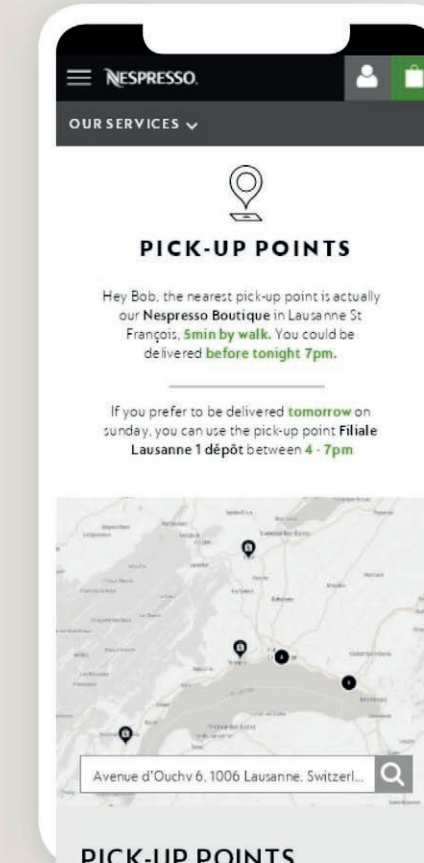
Services home (v2)
Clear display/Easy navigation Targeted messages



Delivery category (v2)
Clear display/Easy navigation Helpers in the bottom page



Delivery Pick-up Points
Information messages based on user localization



Thomas Rousseil
UX/UI Designer & Frontend Developer

thomas@rousseil.fr
+33 6 08 78 65 58