



## CASE STUDY

# Translating vision into experience: Our work with i2o Retail



*"We had tons of meetings to create a new demo showcasing how the end users could engage with the platform. Lots of positive feedback from the customers regarding the UI. The highlight was when one customer called it 'sexy'. The Zemoso team did a great job of bringing our ideas to life in a demo that we could showcase to our customers."*

*- Mukund Srinivas, Co-founder and CPO  
i2o Retail*

i2o Retail is a leading ecommerce analytics SaaS provider that helps brands grow e-commerce sales in marketplaces like Amazon and Walmart. Their AI-driven platform helps brands and agencies grow, protect, and forecast e-commerce sales and operations on these marketplaces.

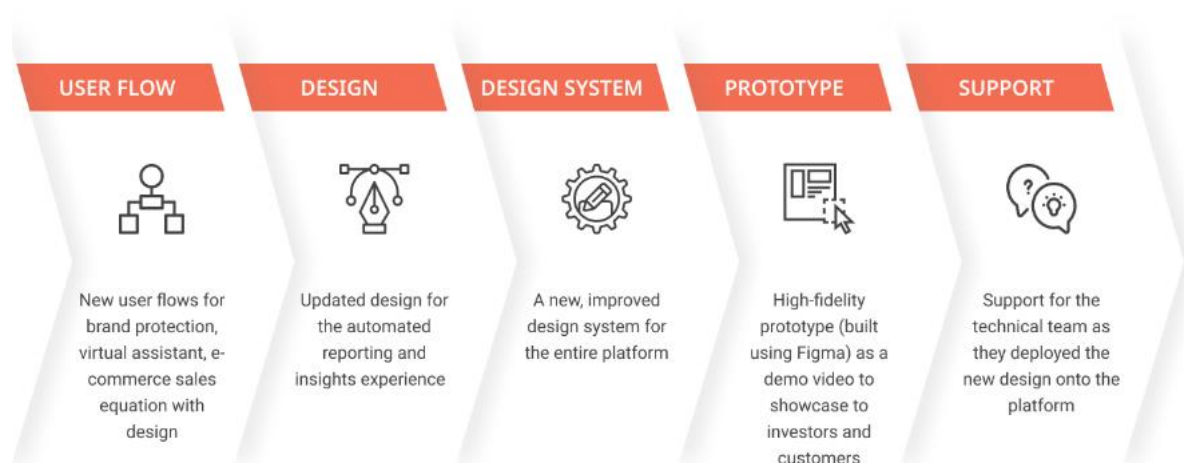
i2o Retail's Brand Protector module helps automatically discover and address threats from unauthorized resellers to improve Buy Box win rates, contain pricing pressure, and address brand violations. i2o's Growth Accelerator module helps brands grow profitable ecommerce sales through improved data-driven decision-making around pricing, selection, advertising, and supply chain.

## i2o's ask

i2o Retail wanted to engage with their customers and prospects to showcase their product vision for an integrated offering across Brand Protector, Growth Accelerator, and Forecaster. i2o Retail engaged Zemoso on a design project to create a clickable prototype with reimagined customer interactions for two of their modules.

## Zemoso's deliverables

Zemoso partnered with i2o for four weeks. Our i2o stakeholders included: Founder and CEO, Head of Product, and Customer Success Manager.



## Our methodology

**Extensive research:** We conducted extensive research on the UI/UX design of platforms that i2o would disrupt, and looked at dark-horses from outside the retail industry to find the best inspirations.

**Google Ventures Design Sprint:** Using our version of the GV Design Sprint, we worked closely with i2o stakeholders to craft new key user journeys for their top priority experience. This included several lightning talks from i2o leadership and moderated Crazy 8's for constructive brainstorming.

**Stakeholder input:** We interviewed i2o's power users to ensure that we focused on the right "Aha!" moments in the user journey.

**Service blueprint:** We created a service blueprint to detail the pain points in the user journey.

**Heuristic evaluation of the existing platform:** We co-created a priority list of design objectives across the four user flows we were helping re-imagine.

**Continuous alignment:** We did regular check-ins, and early course-corrections to ensure that we stayed true to i2o's guidelines around the look and feel of the product.

**Real data connect for more relatability in mock-ups:** All mock-ups were adapted with real-world data to make them more relatable for faster iterations, when needed.

## Design priorities

Minimalist design:

- Streamlined space usage to make it easier to scan for users and cleaner aesthetics
- Decluttered pages by truncating text and removing non-essential elements
- Used hover tooltips to re-evaluate distribution of information and clarity

Superior recognition features:

- Used universally recognized icons to aid recognition in user experience
- Introduced terminology consistency for labels across user flows for a more intuitive user experience for diverse users
- Mapped typical cursor movement to improve placement of interactive buttons for easier navigation and reduce erroneous clicks
- Created smarter data visualizations for better interpretation of data across dashboards

Intuitive user guidance for first-time users:

- Set up help tools and a documentation system to assist self-service
- Showcased to users where they are in the flow and provide prompts on where to go next

After the project, Zemoso delivered the redesigned workflows and an upgraded design system that i2o continues to expand on as they grow and launch new features.

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