

PIPE DECOR

UX CASE STUDY



MAIN QUESTION

How to sell black pipes and fittings in a way that appeals to both newcomers and plumbing professionals?

SECONDARY QUESTIONS

How do we as a company increase customer interactions and build the brand to fit their needs.



UNDERSTANDING OUR USERS

RESEARCHING OUR USER BASE

65% MALE
MIDWEST & NORTH EAST
68% IOS/ ANDROID

NEW

PIPE DECOR



OLD

PIPE Décor™



USER INTERVIEWS

3 HVAC PROFESSIONALS & 3 DIY PEOPLE

“Professionals generally buy in person for a job that day.”

“They have never bought pipe online before.”

“Need it the same day.”

“Like to have all the information before starting.”

“Should be cheaper.”

“Sometimes its hard to find what i need for the project.”

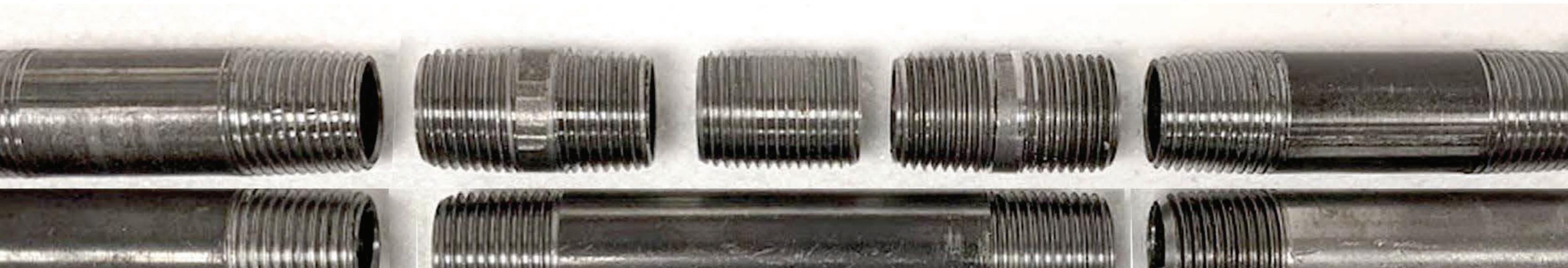


FINDINGS

Professionals plumbers were less likely to use our service. We should focus on making the experience for general consumers.

The interface should be well organized to help professionals and general consumers find the items quickly.

Offer comprehensive help on decor and plumbing projects





RAMI

37

ACCOUNTANT
MIDWEST
MARRIED

ABOUT

Rami is passionate about finances but also likes to get his hands dirty fixing things around the house.

Him and his wife are both working from home now and they need to make more desks.

CHARACTERISTICS

- Do It Yourselfer
- Relaxes with youtube
- Has some free time

GOALS

- Needs a desk but also wants a project.
- Doesn't really know what he needs.

FRUSTRATIONS

- The big box store had lots of pieces but he didn't know how to put them together.
- Doesn't know how strong they are.

PROBLEM STATEMENT

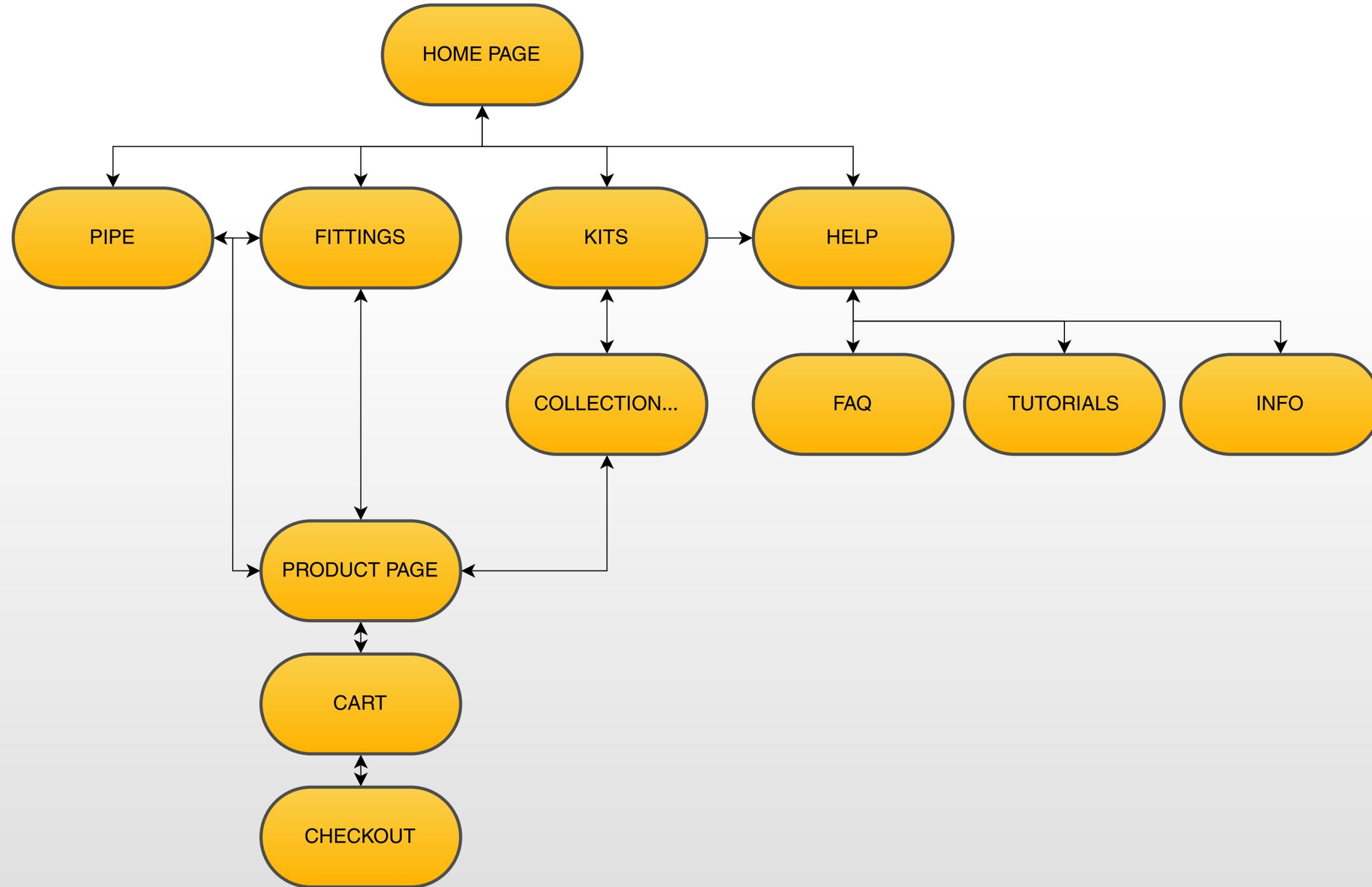
DIY people are looking for an easier way to buy pipe and projects online because current solutions are for professionals and are hard to shop.

SOLUTION

Create a modern and accessible mobile e-commerce store focused on user experience and customer support.



SITE MAP



HI-FI WIREFRAMES

Size Select

PIPE & NIPPLES

Find every size and diameter you need for your next pipe project. We offer diameters from 3/8th in to 2 in. All of our pipe is welded black steel schedule 40 thickness and hydrostatically tested. All threads are astm a53 spec and fit most cast iron fittings of the same size. This pipe is built for industrial use, it can handle air pressure, gas, and liquids. Your decor projects will stand the test of time.

Save with bulk packs



PICK YOUR DIAMETER

1/2 IN PIPE

3/4 IN PIPE

1 IN PIPE

1/2 IN X 1 IN BLACK NIPPLE \$0.99 ADD TO CART	1/2 IN X 1 1/2 IN BLACK NIPPLE \$0.99 ADD TO CART	1/2 IN X 2 IN BLACK NIPPLE \$1.99 ADD TO CART	1/2 IN X 2 1/2 IN BLACK NIPPLE \$1.99 ADD TO CART
1/2 IN X 3 IN BLACK NIPPLE \$1.99 ADD TO CART	1/2 IN X 3 1/2 IN BLACK NIPPLE \$1.99 ADD TO CART	1/2 IN X 4 IN BLACK NIPPLE \$2.99 ADD TO CART	1/2 IN X 4 1/2 IN BLACK NIPPLE \$2.99 ADD TO CART
1/2 IN X 5 IN BLACK NIPPLE \$2.99 ADD TO CART	1/2 IN X 5 1/2 IN BLACK NIPPLE \$3.99 ADD TO CART	1/2 IN X 6 IN BLACK NIPPLE \$3.99 ADD TO CART	1/2 IN X 8 IN BLACK NIPPLE \$2.99 ADD TO CART
1/2 IN X 10 IN BLACK NIPPLE \$3.99 ADD TO CART	1/2 IN X 12 IN BLACK NIPPLE \$3.99 ADD TO CART	1/2 IN X 14 IN BLACK PIPE \$4.99 ADD TO CART	1/2 IN X 16 IN BLACK PIPE \$6.99 ADD TO CART

Product Page

1/2 in x 4 in Black Pipe



\$20.00

1

[Add to Cart](#)

Pipe Packs 1/2 Inch

PIPE DÉCOR pre-cut pipe packs offer a great savings and can be used for either plumbing or décor installations. This is genuine schedule 40 black steel pipe that has been hydrostatically tested and is ASTM and ASME compliant. Each pipe comes pre-threaded, is free of any stickers, and comes coated in a light industrial grease. Ideal for pipe decor, or use in standard gas, air and lp applications.

Quality industrial steel grey finish to complement any decor

IPS threads for compatibility with other project materials such as lamp parts, valves, etc.

Pipe Decor line contains an array of fittings and connectors for a variety of projects that can be used with other Pipe Decor 1/2 in. fittings

Pipe will require sealing prior to use and instructions are included

We are here to help with any questions or concerns that you might have. Please do not hesitate to reach out to us. We are happy to help.

Additional 1/2 inch Pipe Sizes

1 IN - 7 IN 1/2 IN DIAMETER PIPE			8 IN - 40 IN PIPE 1/2 IN DIAMETER PIPE			
CLOSED 10 PACK \$12.00	1.5 INCH 10 PACK \$12.00	2 INCH 10 PACK \$12.00	2.5 INCH 10 PACK \$12.00	3 INCH 10 PACK \$12.00	3.5 INCH 10 PACK \$12.00	
ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	
4 INCH 10 PACK \$12.00	4.5 INCH 10 PACK \$12.00	5 INCH 10 PACK \$12.00	5.5 INCH 10 PACK \$12.00	6 INCH 10 PACK \$12.00	7 INCH 10 PACK \$12.00	
ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	

Mobile

Product Page

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1 IN - 7 IN 1/2 IN DIAMETER PIPE	8 IN - 40 IN PIPE 1/2 IN DIAMETER PIPE
CLOSED 10 PACK \$12.00	1.5 INCH 10 PACK \$12.00
ADD TO CART	ADD TO CART
2 INCH 10 PACK \$12.00	2.5 INCH 10 PACK \$12.00

USER TESTING

Users couldn't pick from a list of parts. Our whole product line needed a change.

Product pages needed a better way to get back to pipe diameter.

Two columns on mobile didn't give enough room to the titles.

Pictures needed on mobile list.



HI-FI WIREFRAMES V2

Size Select

PIPE & NIPPLES

Authentic Black Steel pipe in diameters from 3/8th in to 2 in.(coming soon) All of our pipe is welded black steel, schedule 40 thickness and hydrostatically tested. All threads are astm a53 spec and fit cast iron fittings of the same size. Our authentic pipe is made for industrial use. It can handle air pressure, gas, and liquids.

Your decor projects will stand the test of time.

Save with bulk packs

BIG PIPE is anything over 1 IN inside diameter.

PICK YOUR DIAMETER

1/2 IN PIPE	3/4 IN PIPE	1 IN PIPE	
1/2 IN X 1 IN BLACK PIPE  \$0.99 ADD TO CART	1/2 IN X 1 1/2 IN BLACK PIPE  \$0.99 ADD TO CART	1/2 IN X 2 IN BLACK PIPE  \$1.99 ADD TO CART	1/2 IN X 2 1/2 IN BLACK PIPE  \$1.99 ADD TO CART
1/2 IN X 3 IN BLACK PIPE  \$1.99 ADD TO CART	1/2 IN X 3 1/2 IN BLACK PIPE  \$1.99 ADD TO CART	1/2 IN X 4 IN BLACK PIPE  \$2.99 ADD TO CART	1/2 IN X 4 1/2 IN BLACK PIPE  \$2.99 ADD TO CART
1/2 IN X 5 IN BLACK PIPE  \$2.99 ADD TO CART	1/2 IN X 5 1/2 IN BLACK PIPE  \$3.99 ADD TO CART	1/2 IN X 6 IN BLACK PIPE  \$3.99 ADD TO CART	1/2 IN X 7 IN BLACK PIPE  \$3.99 ADD TO CART
1/2 IN X 8 IN BLACK PIPE  \$3.99 ADD TO CART	1/2 IN X 9 IN BLACK PIPE  \$3.99 ADD TO CART	1/2 IN X 10 IN BLACK PIPE  \$3.99 ADD TO CART	1/2 IN X 11 IN BLACK PIPE  \$3.99 ADD TO CART



Product Page



30 IN PIPE

AUTHENTIC BLACK STEEL
1/2 IN (NOMINAL)

1/2 IN X 30 IN BLACK PIPE
SKU: PDB P12X30
★★★★★ 190 reviews

SAVE 5% \$6.64 WHEN ORDERING 10+
DISCOUNT SHOWN AT CHECKOUT

\$6.99

1

ADD TO CART

PRODUCT INFORMATION
1/2 IN. DIAMETER PIPE
CLOSE NIPPLE to 72 IN.

PIPE DECOR pre-cut pipe packs offer great savings and can be used for either plumbing or décor installations. This is genuine schedule 40 black steel pipe that has been hydrostatically tested and is ASTM and ASME compliant. Each pipe comes pre-threaded, is free of any stickers, and comes coated in a light industrial grease. Ideal for pipe decor, or use in standard gas, air and lp applications.

Quality industrial black steel complementing any decor. IPS threads for compatibility with other project materials such as lamp parts, valves, etc.

Pipe Decor line contains an array of fittings and connectors for a variety of projects that can be used with other Pipe Decor 1/2 in. fittings

Pipe will require sealing prior to use and instructions are included.

We are here to help with any questions or concerns that you might have. Please do not hesitate to reach out to us.

ADDITIONAL MATERIALS

Clean and seal

 PDF

LOOKING FOR SOMETHING DIFFERENT?

3/4 IN PIPE | 1 IN PIPE | DECOR KITS

1/2 IN DIAMETER PIPE 1 IN - 72 IN SINGLES & PACKS

1/2 IN X 1 IN BLACK PIPE  \$0.99 ADD TO CART	1/2 IN X 1 1/2 IN BLACK PIPE  \$0.99 ADD TO CART	1/2 IN X 2 IN BLACK PIPE  \$1.99 ADD TO CART	1/2 IN X 2 1/2 IN BLACK PIPE  \$1.99 ADD TO CART
1/2 IN X 3 IN BLACK PIPE  \$1.99 ADD TO CART	1/2 IN X 3 1/2 IN BLACK PIPE  \$1.99 ADD TO CART	1/2 IN X 4 IN BLACK PIPE  \$2.99 ADD TO CART	1/2 IN X 4 1/2 IN BLACK PIPE  \$2.99 ADD TO CART

Mobile

Product Page



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Clean and seal

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ADDITIONAL MATERIALS

Clean and seal

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Mobile

Product Page +

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1/2 IN X 4 1/2 IN BLACK PIPE  \$2.99 ADD TO CART
1/2 IN X 5 IN BLACK PIPE  \$2.99 ADD TO CART
1/2 IN X 5 1/2 IN BLACK PIPE  \$3.99 ADD TO CART
1/2 IN X 6 IN BLACK PIPE  \$3.99 ADD TO CART

MVP & RESULTS

Adding single pieces of pipe so customers could pick and create their own kits has become the main feature of the site. The feature pulls in 70% of the overall revenue, we had assumed kits would be the top seller.

Adding loops backs to changing size increased user active time.



PICK YOUR DIAMETER

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1/2 IN X 6 IN BLACK PIPE \$3.99 ADD TO CART	1/2 IN X 7 IN BLACK PIPE \$3.99 ADD TO CART	1/2 IN X 8 IN BLACK PIPE \$3.99 ADD TO CART	1/2 IN X 9 IN BLACK PIPE \$3.99 ADD TO CART	1/2 IN X 10 IN BLACK PIPE \$3.99 ADD TO CART		

0:03 / 0:48



FUTURE ITERATIONS

Adding user flows for larger pipe.

Quick links to for quicker access.

Using customer feedback to create in demand kits.

Instructions access on each page.

