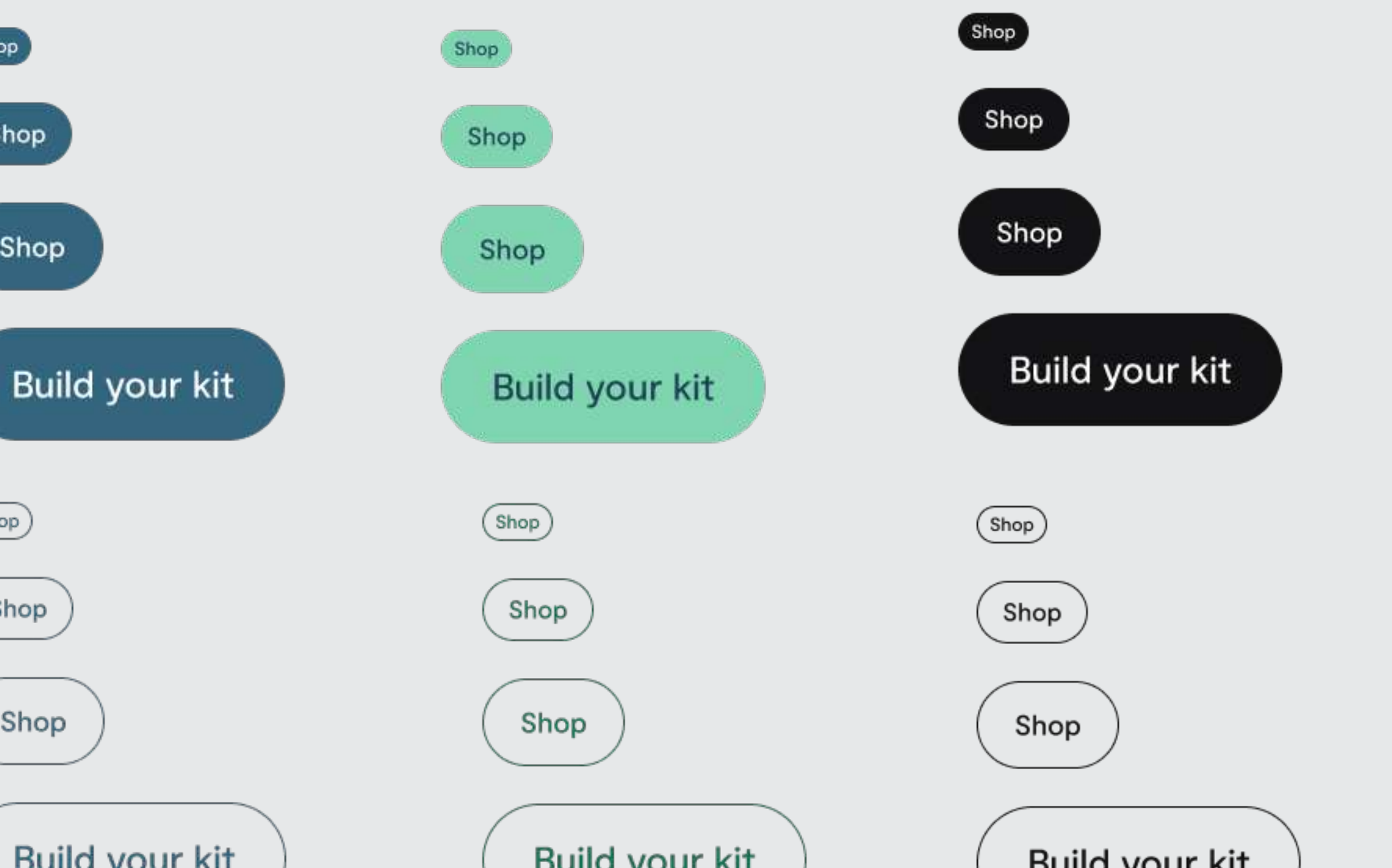




THESIS UX BRIEF

SPRING & SUMMER 2024



Braden Frazer

INTRODUCTION

This brief serves to highlight a portion of the UX work I performed during my time at Thesis. The work shown here is not meant to be an all-encompassing account of every project or initiative I worked on, rather, this is meant to give a glimpse into a general overview of how I approach UX, and my thought process as a frontend developer and design engineer.

For technical context, during the period of my employment at the company, the website was running off Shopify's standard liquid engine. Over time we launched an infrastructure leveraging Shopify's headless engine Hydrogen, which enabled the ability to write code in React with Remix.

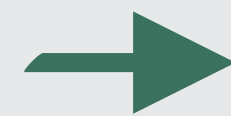
I was placed in charge of building up a design system in our codebase which could support consistent styling across the site and quick front-end development. I led all front-end development across the site, including new features, A/B tests, and a rebuild of the site from scratch in the new hydrogen codebase. I built a base set of reusable "atomic" UI components using shadcn/ui and Tailwind CSS, and "molecular" feature-specific components across areas of product, quiz, navigation, and more.

DESIGN SYSTEM

PRIMITIVES

COLOR

- I utilized our base brand colors to create a full color system for designers & developers to use, so that new implementations would have cohesion and be an extension of our brand.



PRIMITIVES

TYPOGRAPHY

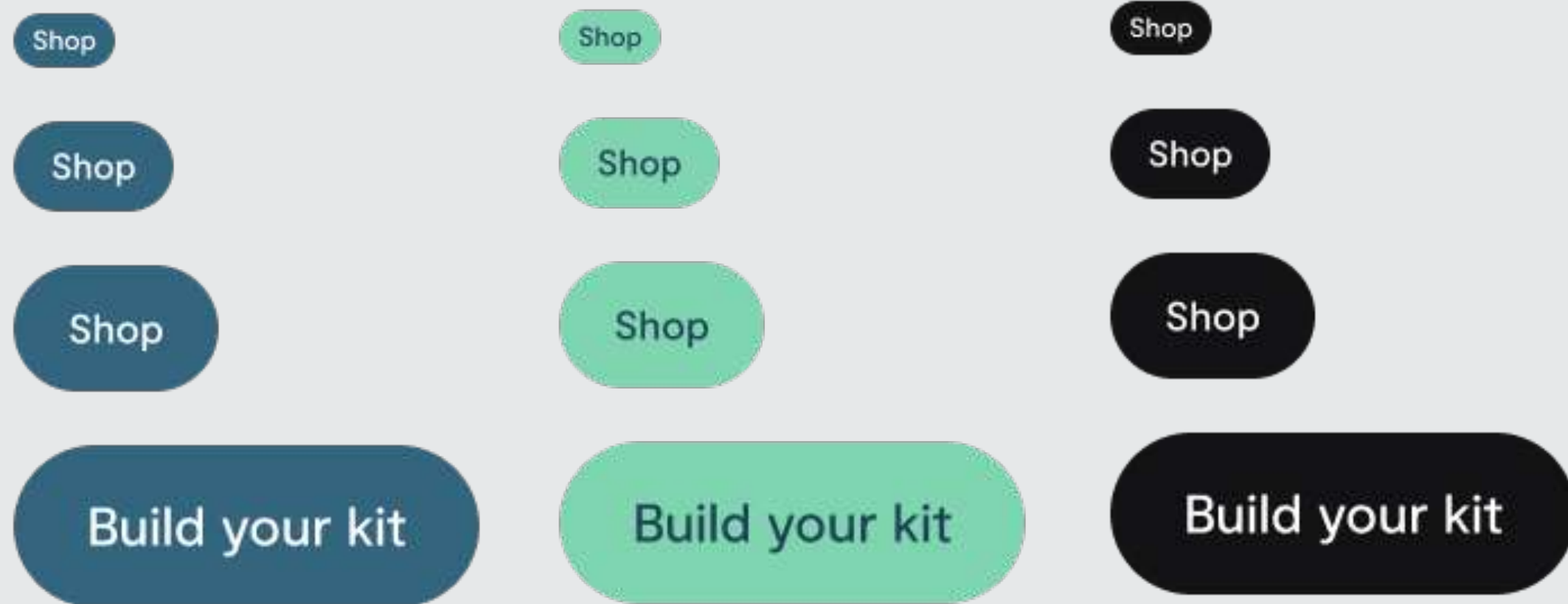
- I expanded our existing type, already being used in physical product + web, to a full suite of type styles, built to be responsive across 3 breakpoints. This approach allows for lots of flexibility when designing UI components and makes responsive designs a breeze.

	Usage	Mobile (<768px)	Tablet (768px+)	Desktop (1280px+)
Display	Hero text, page titles, big brand moments	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
Heading	Module / page section headings	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
Subheading	Title of a block within a page section, e.g. in a card, or over a paragraph of body copy	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
Lead	Smaller (~1 sentence) amount of supporting copy paired with display or heading	Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum dolor
Body	Standard paragraph copy	Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum dolor
Helper	Smaller multipurpose supporting copy for CTAs, etc.	Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum dolor
Caption	Captions, labels, tags/pills, etc.	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
Legal	Disclaimers and other legal copy	Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum dolor
Button	Individual links outside of paragraph copy	Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum dolor

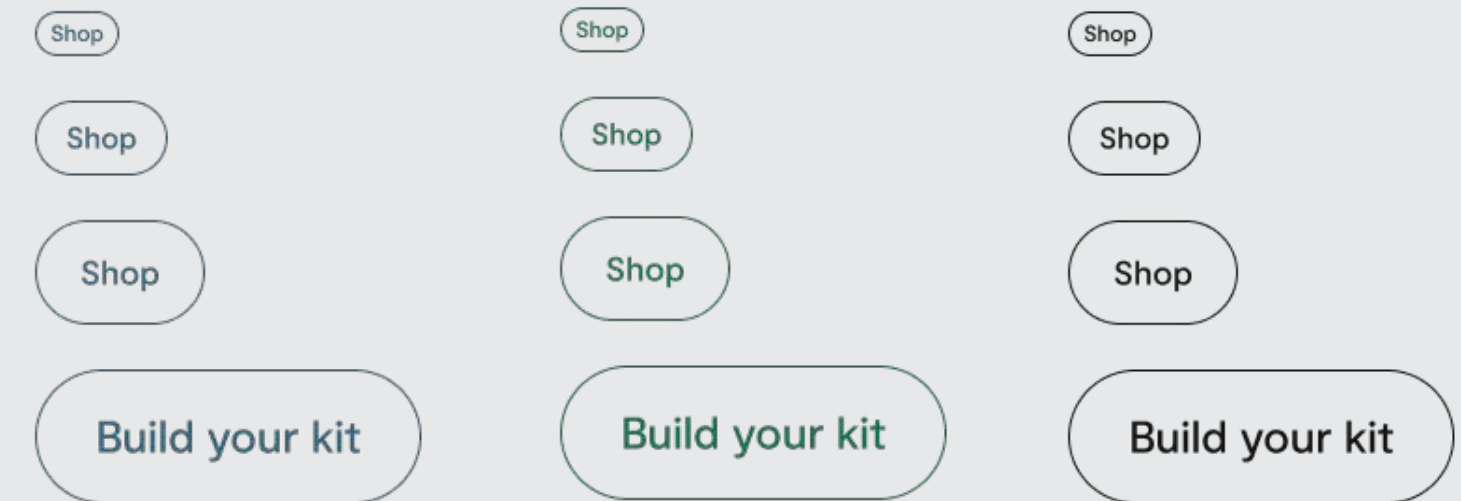
COMPONENTS

BUTTONS

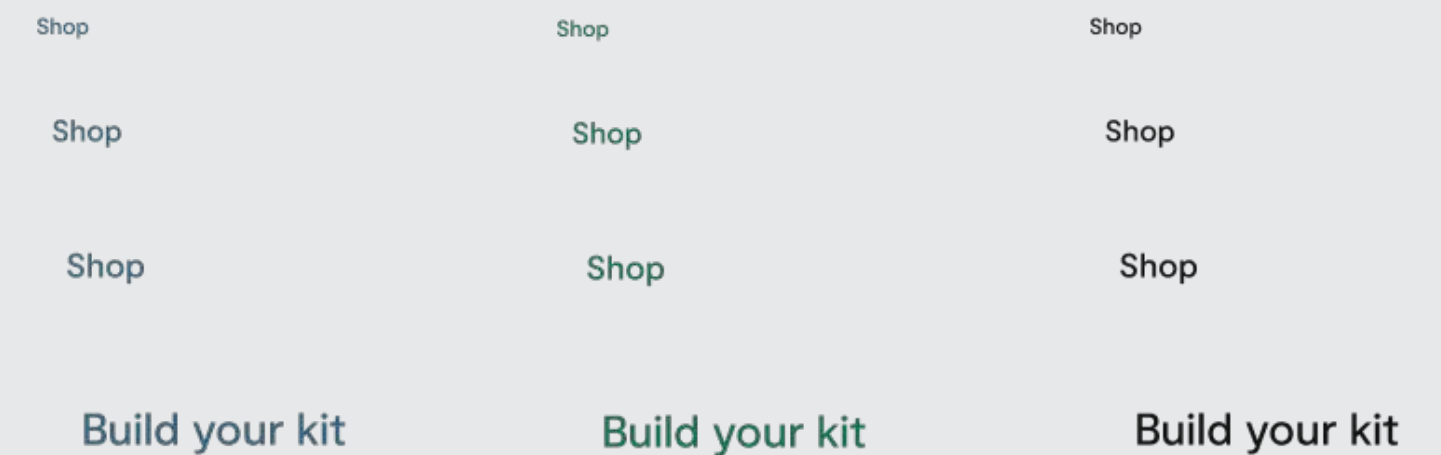
- A staple in any design system, I created a robust Button component in Figma and React with 3 colors, 3 variants, and 4 sizes for maximum design flexibility.



Solid



Outline

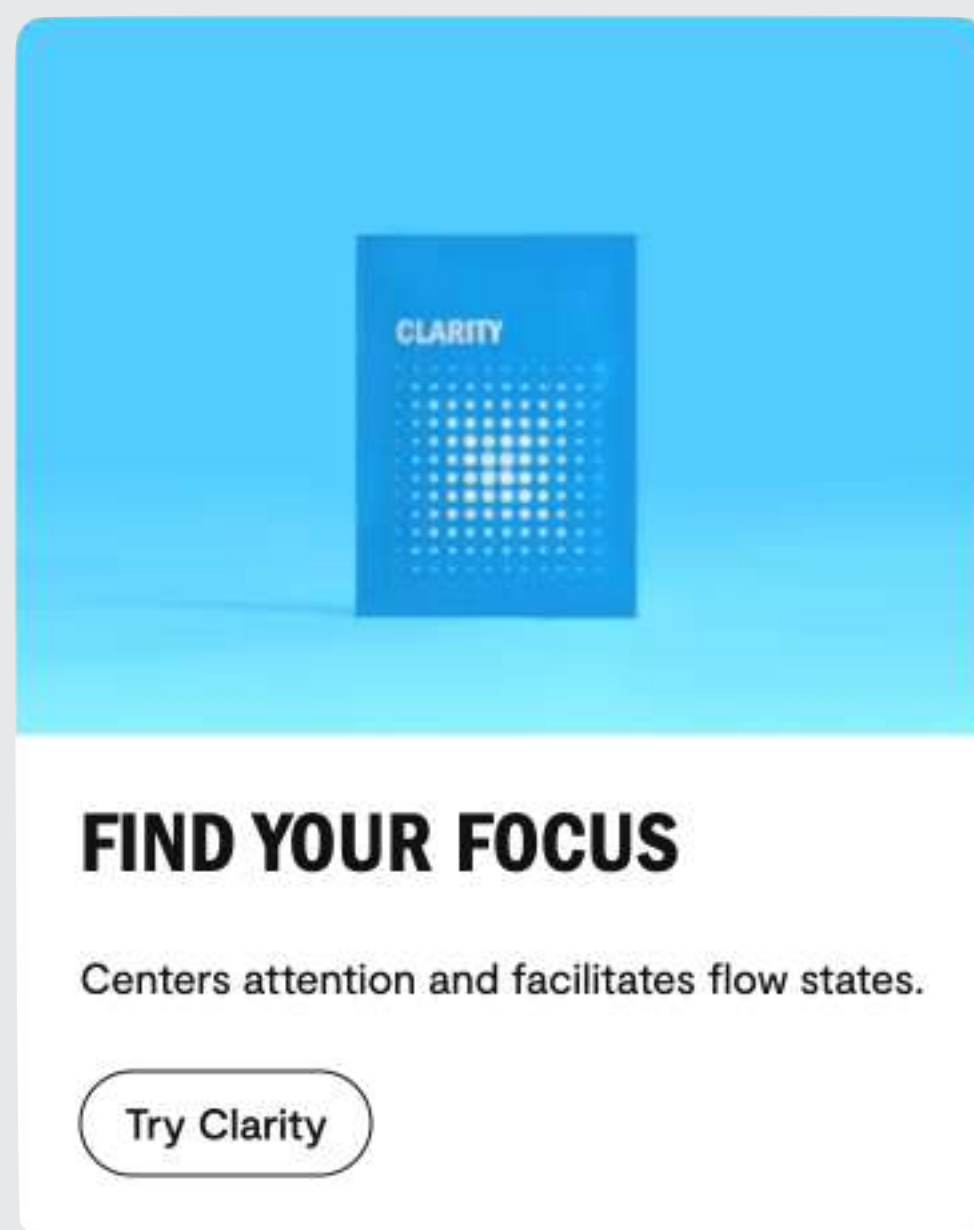


Ghost

COMPONENTS

BASE UI / "ATOMIC" LEVEL

- Leveraging some [shadcn/ui](#), and some of my own custom development, I built and styled a bunch of base atomic components in React + Tailwind.



Card



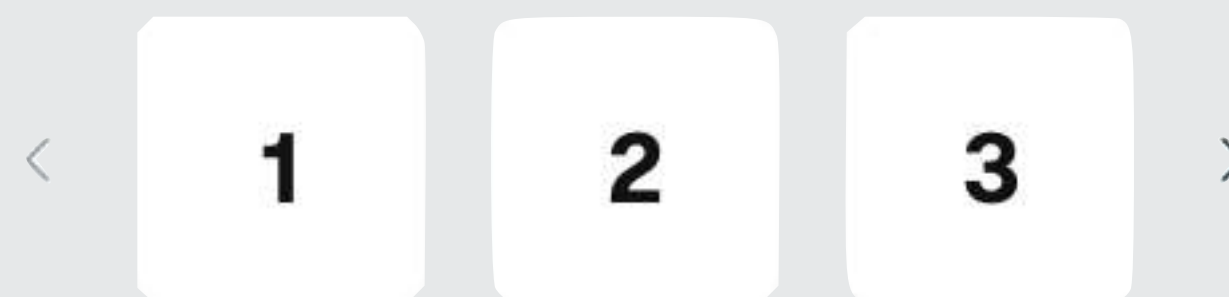
Badge



Progress



Quantity Selector



Carousel



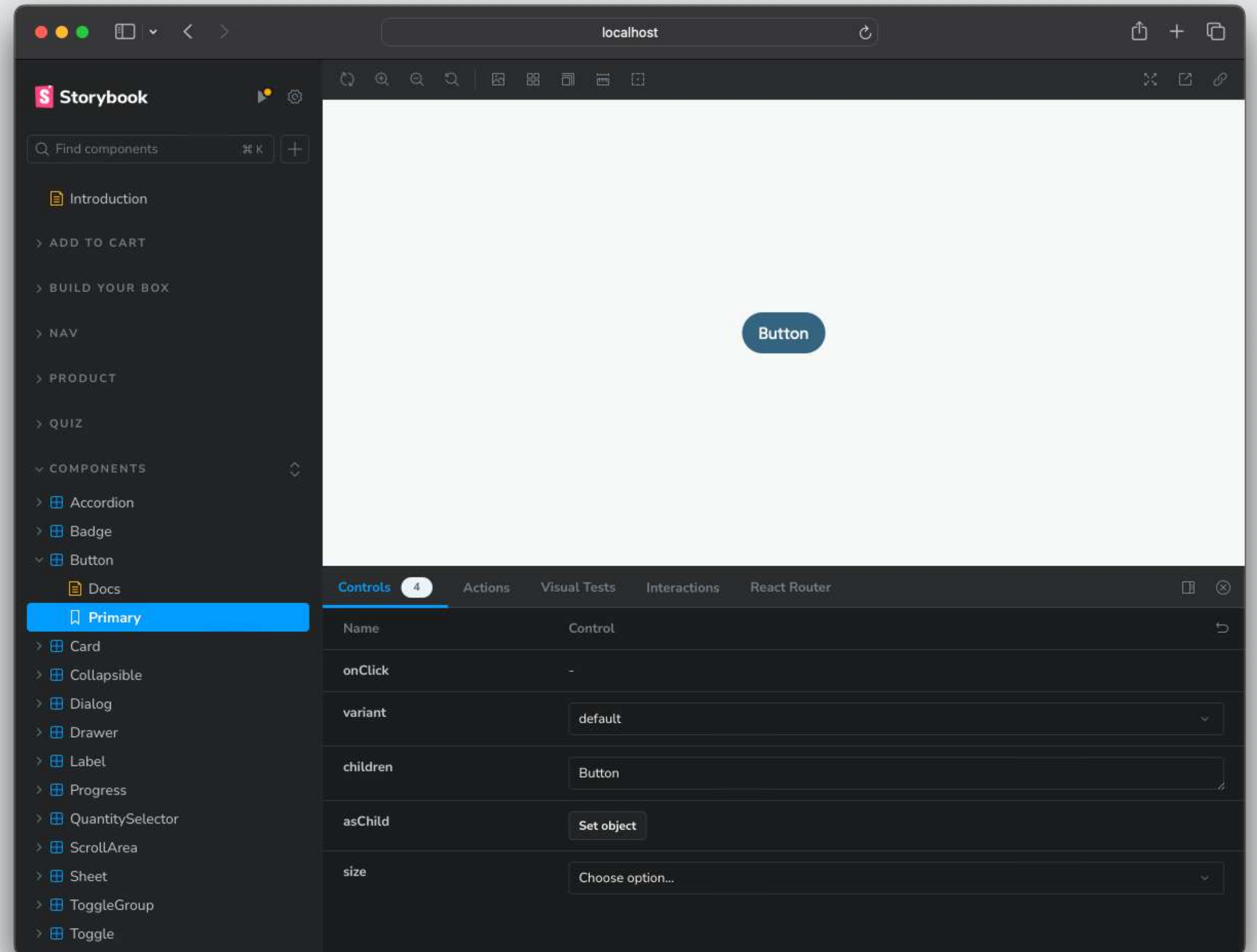
Toggle Group

Not pictured: Accordion, Button, Collapsible, Dialog, Drawer, Label, ScrollArea, Sheet, Toggle (+ more)

COMPONENTS

STORYBOOK

- Every component was built in React, and Storybook was leveraged to preview, test, and document usage.



UI/UX STRATEGY


GENERAL UI/UX

HEADER CLEANUP

- Previously, the header was in poor shape with a wildly off-center logo placement. Utilizing UX research for best practices, I moved the logo to the left.
- A later A/B test added “Build Your Own Box” to the navigation menu, which gave a helpful boost for product discovery as well.

Thesis Coaching About Science Ingredients FAQs


THESIS

 Hey, Braden

See My Starter Kit



THESIS Build Your Own Box Thesis Coaching About Science Ingredients FAQs

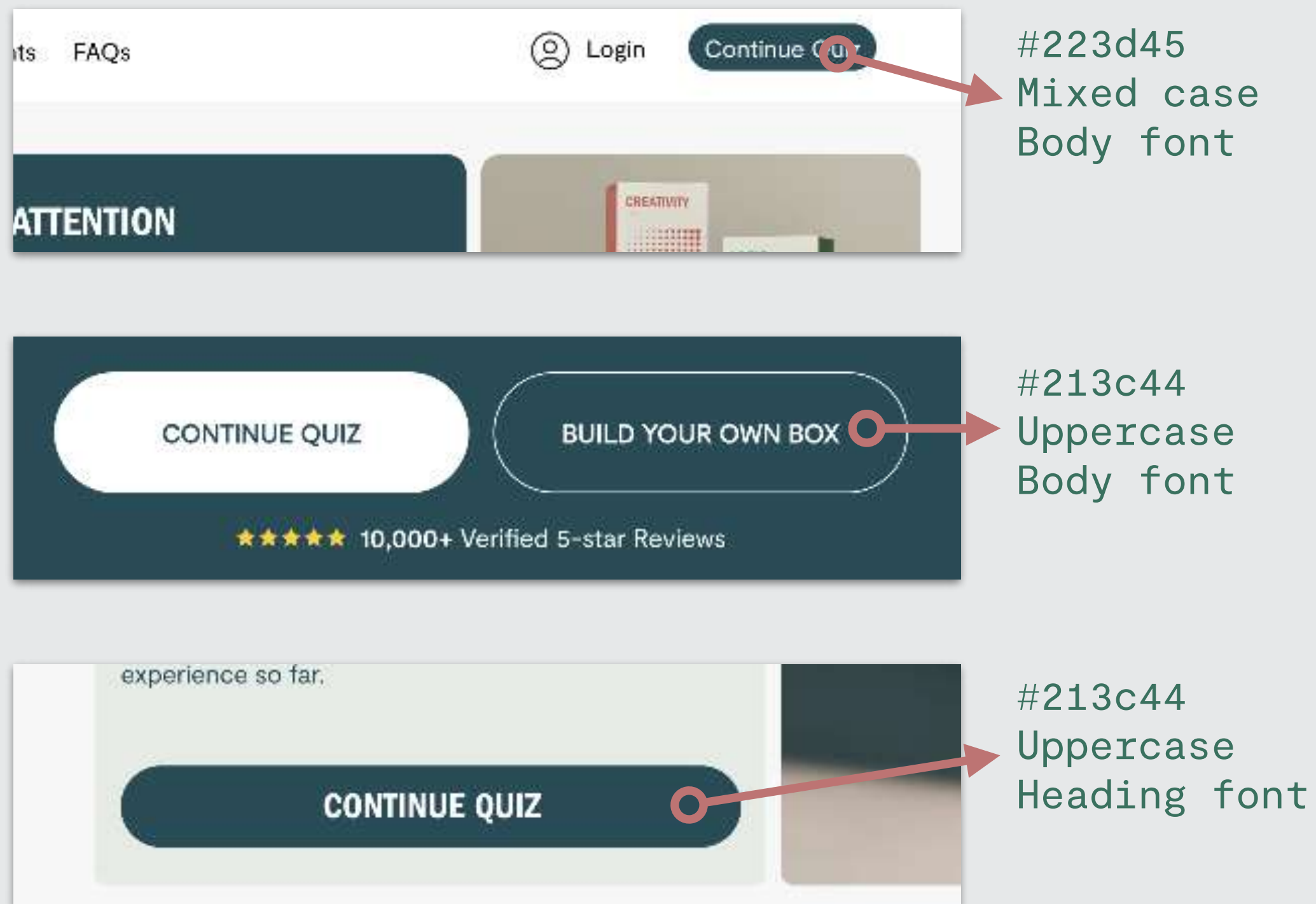
 Hey, Braden

See My Starter Kit

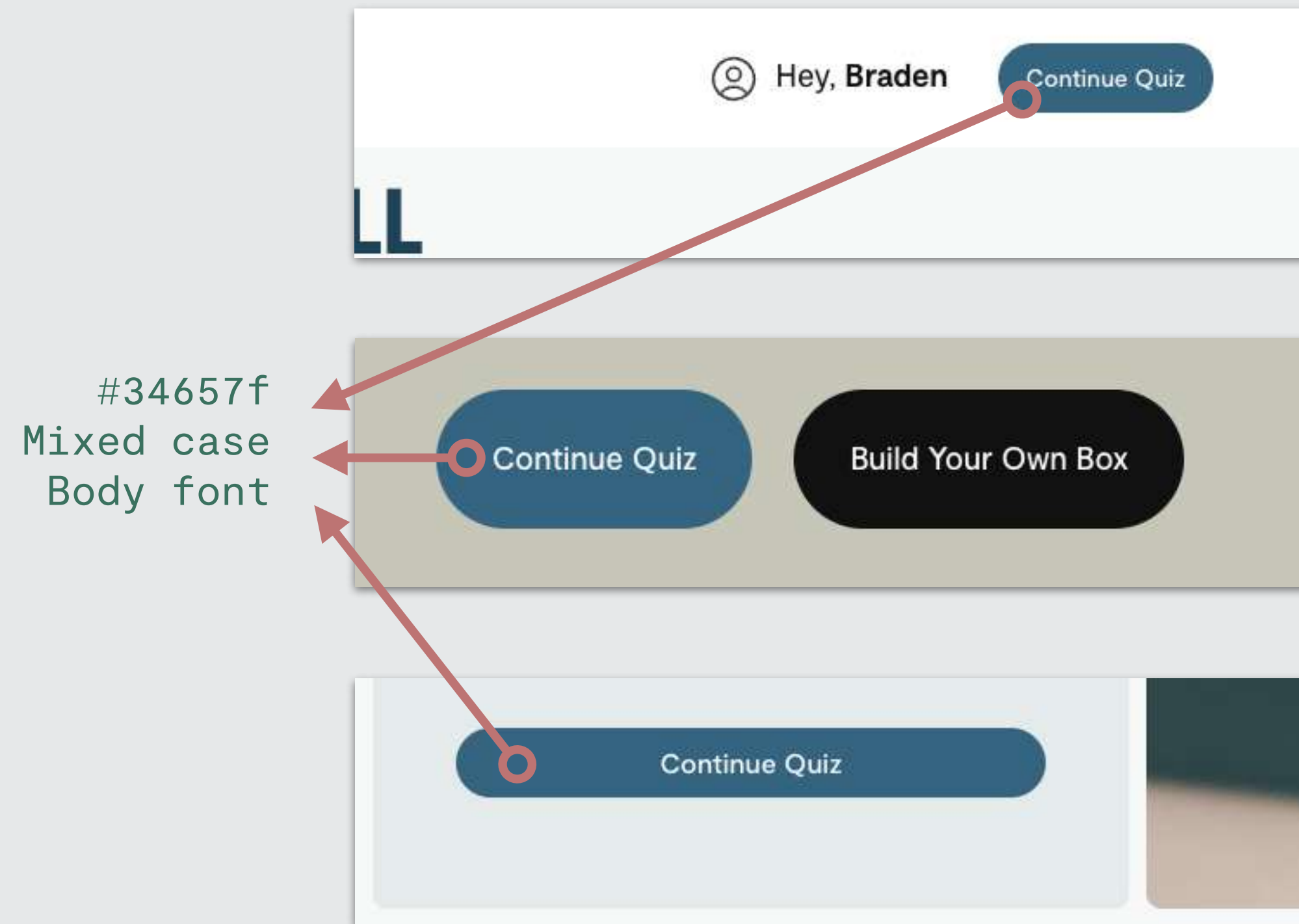
GENERAL UI/UX

BUTTON CONSOLIDATION

- Previously, primary CTAs on the site came in a variety of fonts, text casing, and shades of blue.
- I consolidated all buttons across the site to use a consistent set of colors, sizes, and fonts.



Before



After

A/B TESTING

HOMEPAGE PRODUCT CARDS

- I built a module to show products we offered on the homepage, increasing product discovery and giving users a quick path to checkout of single blend SKUs.
- **Results: +6% unique order CVR**

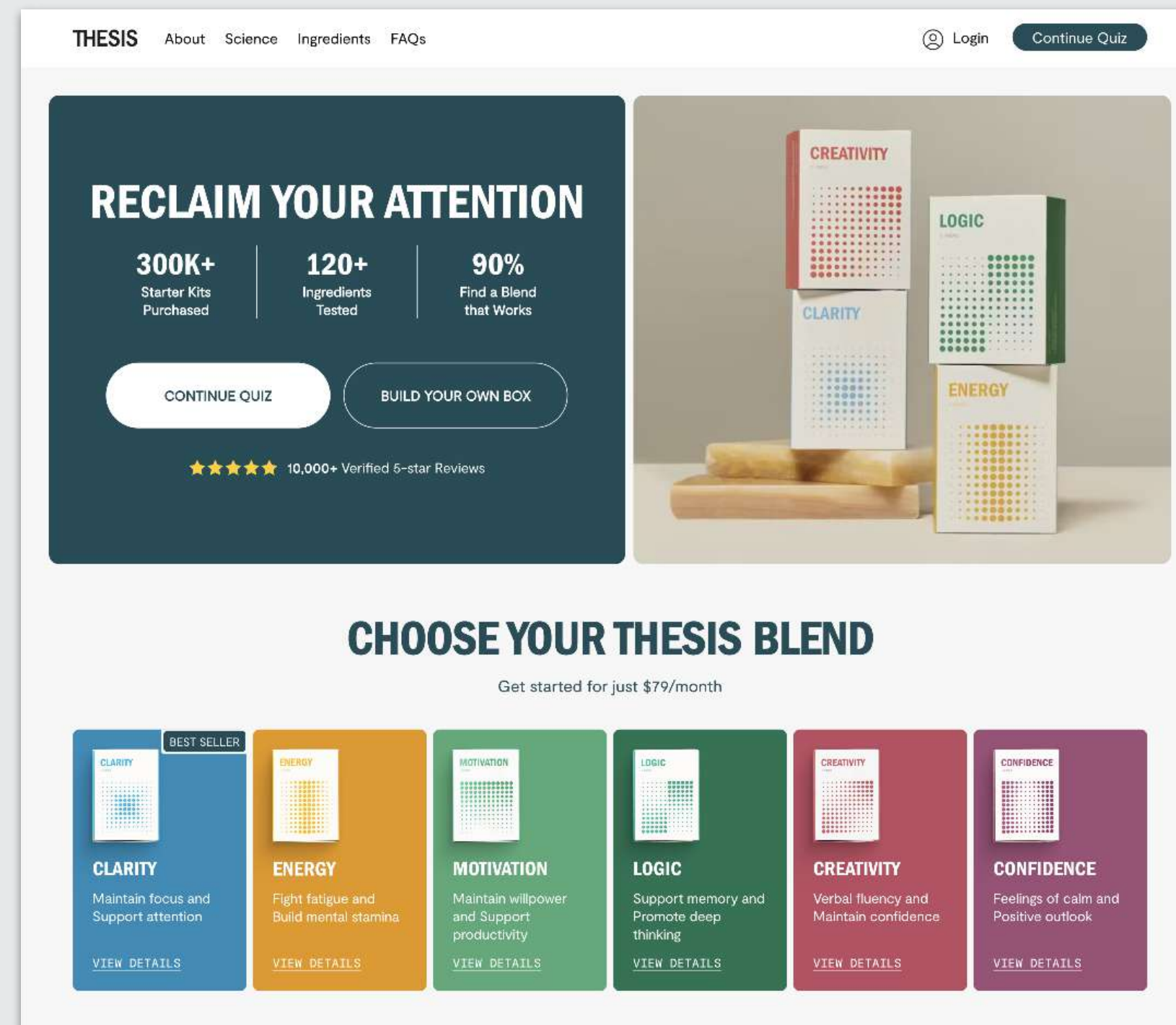
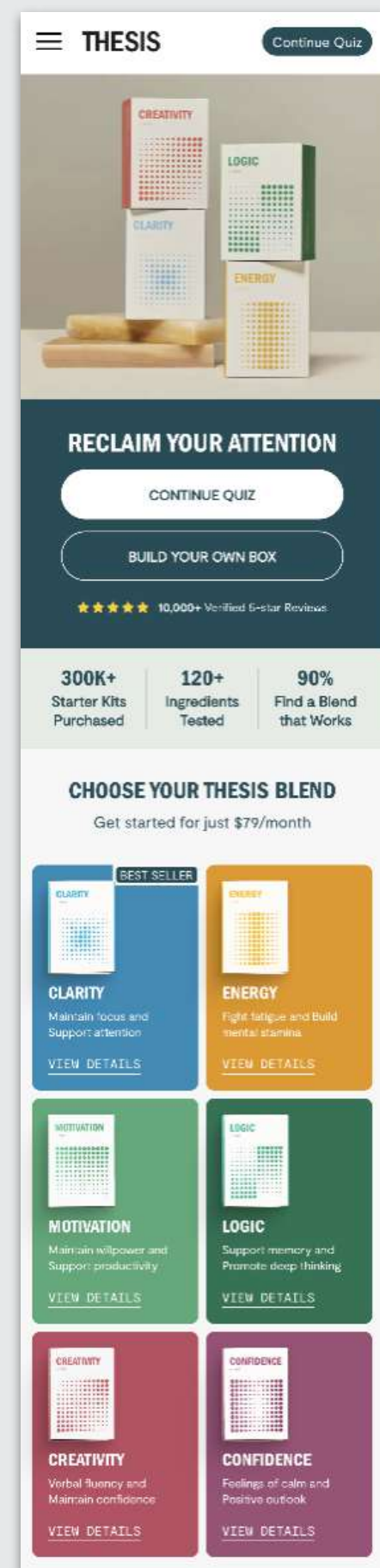


Candidate module added below homepage hero

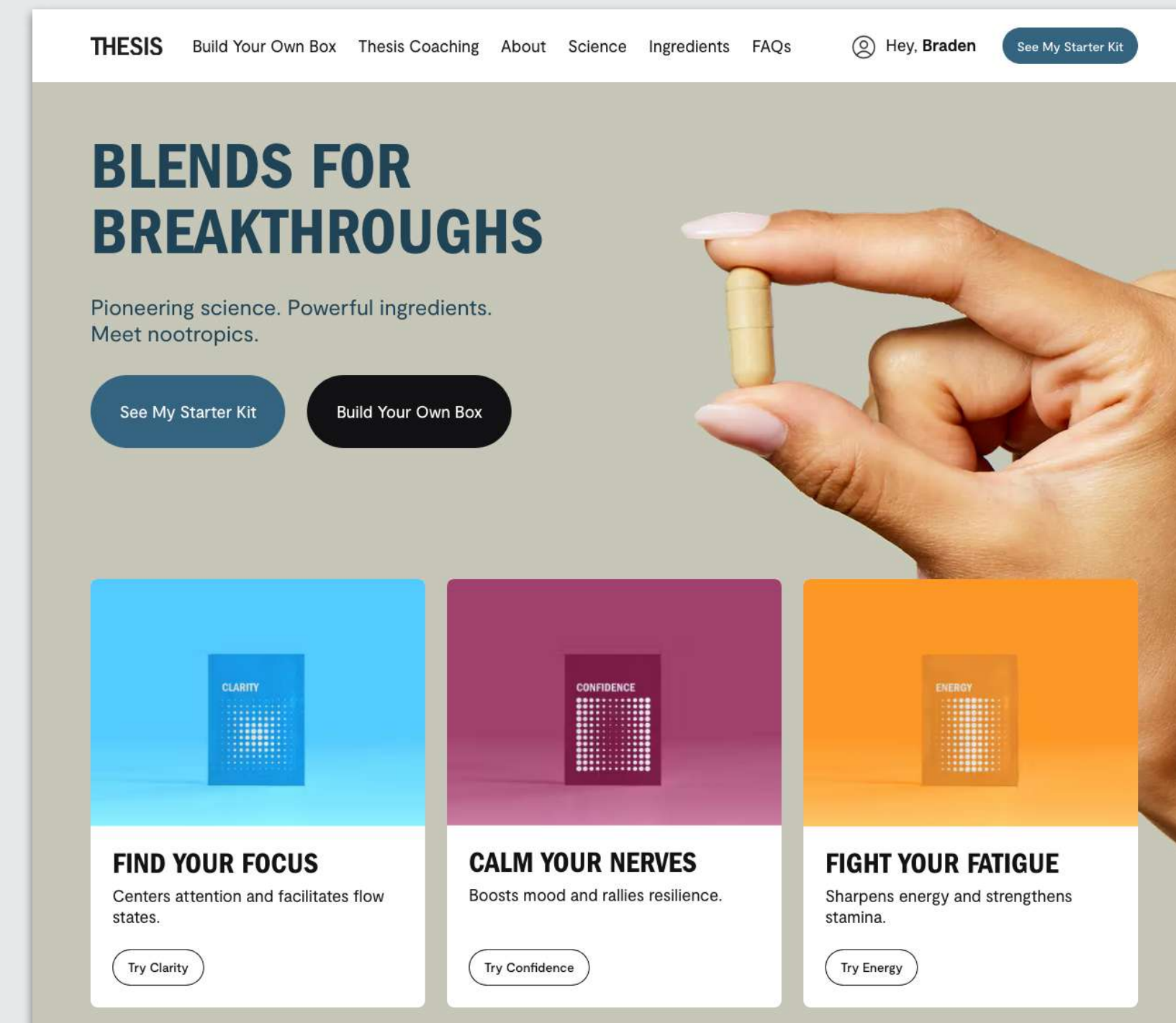
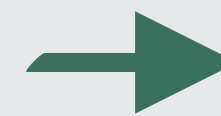
A/B TESTING

HOMEPAGE REDESIGN

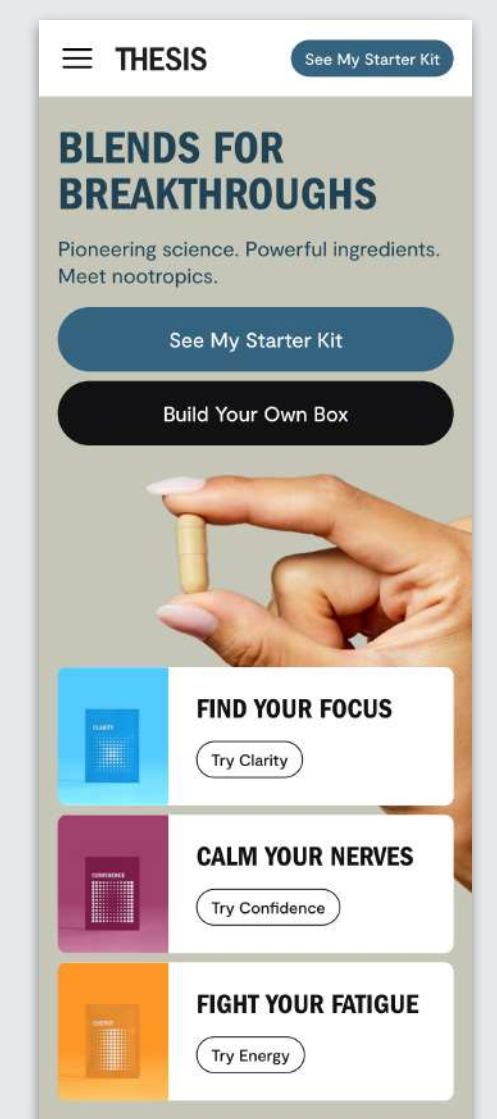
- I reworked a homepage redesign provided by an agency to fit our design system + branding, collaborated with copywriters to adjust the initial copy, then built out the entire page in code to test.
- **Results: +18% CVR, -4.4% bounce rate**



Control



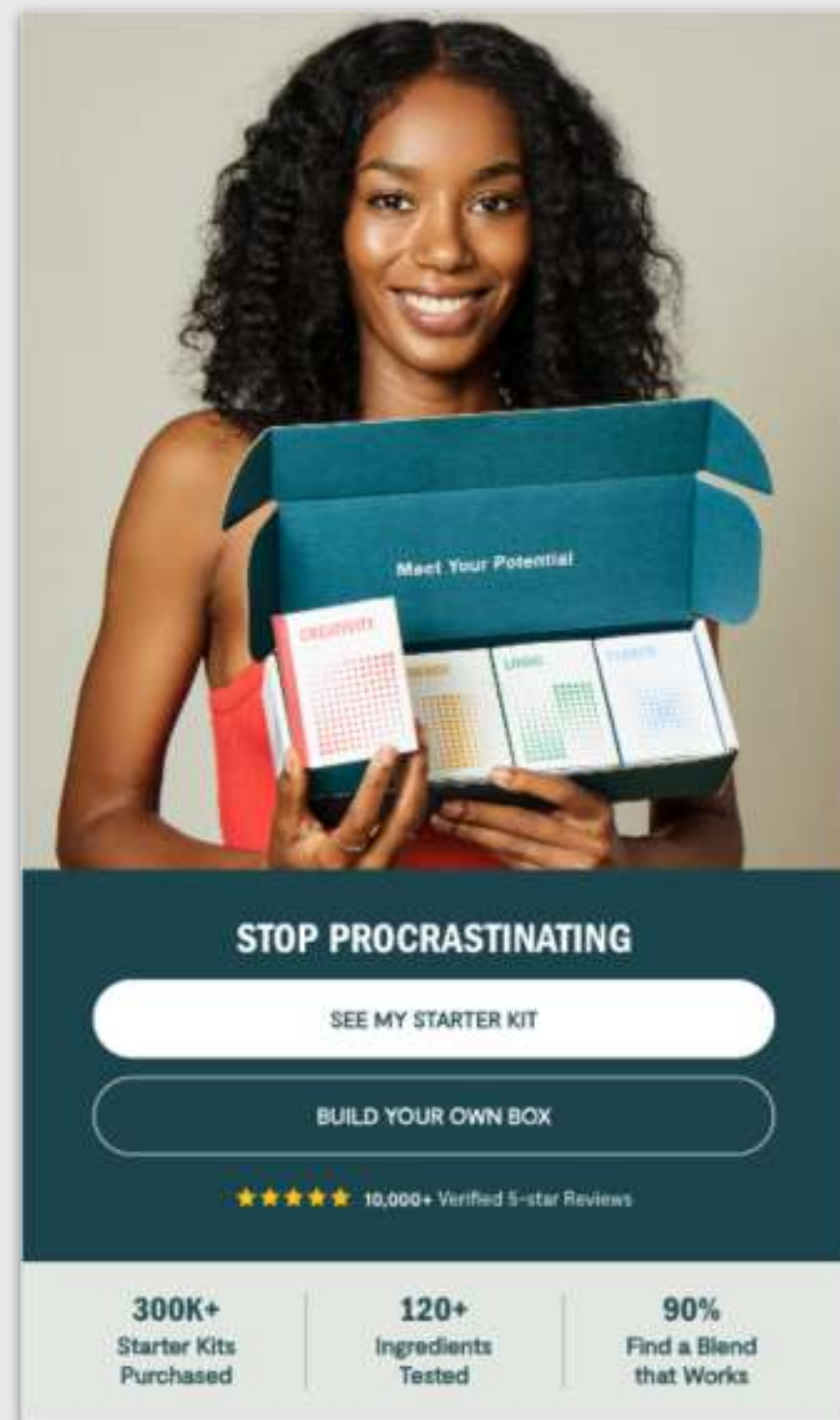
Candidate



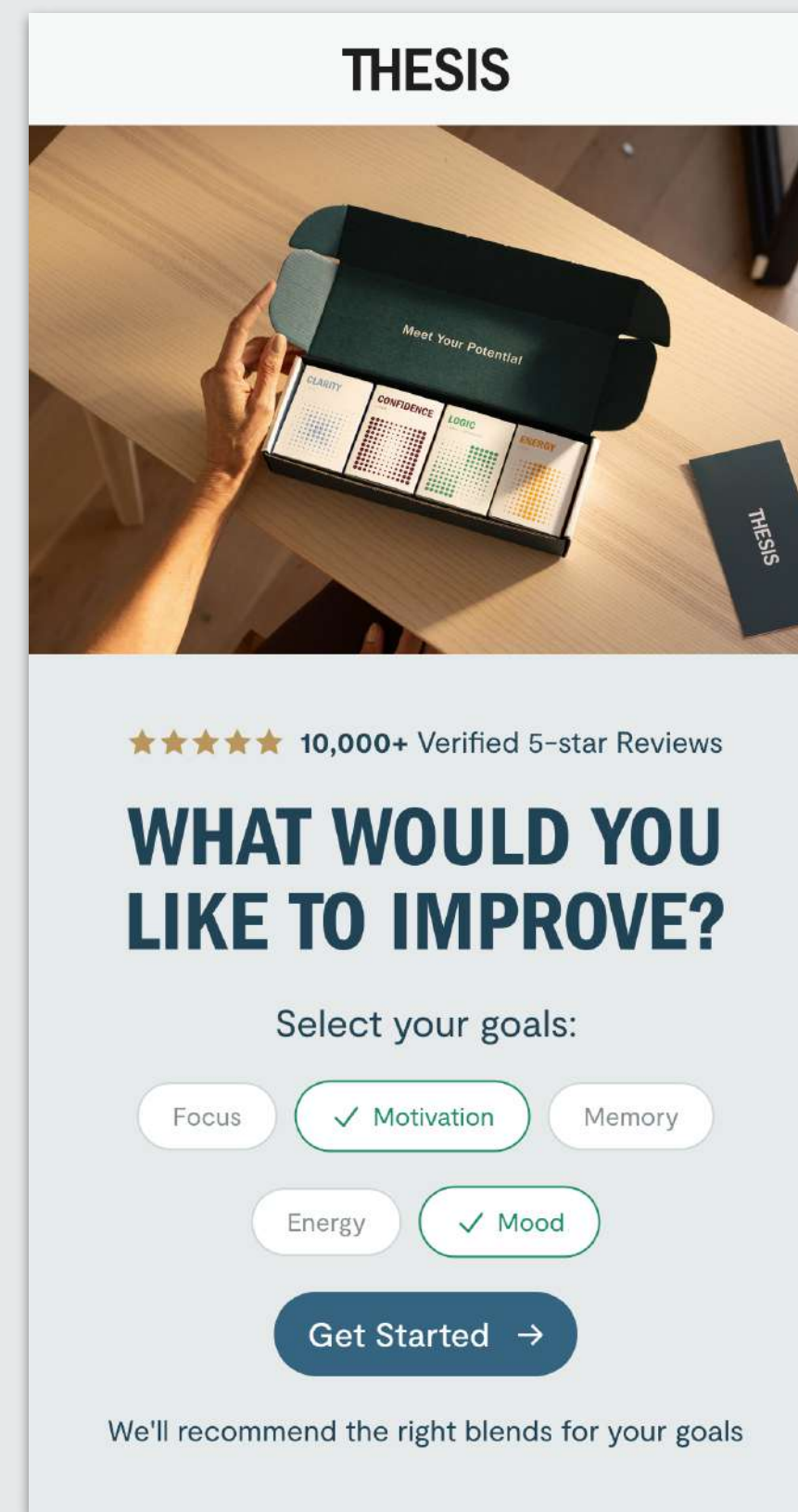
A/B TESTING

LANDING PAGES

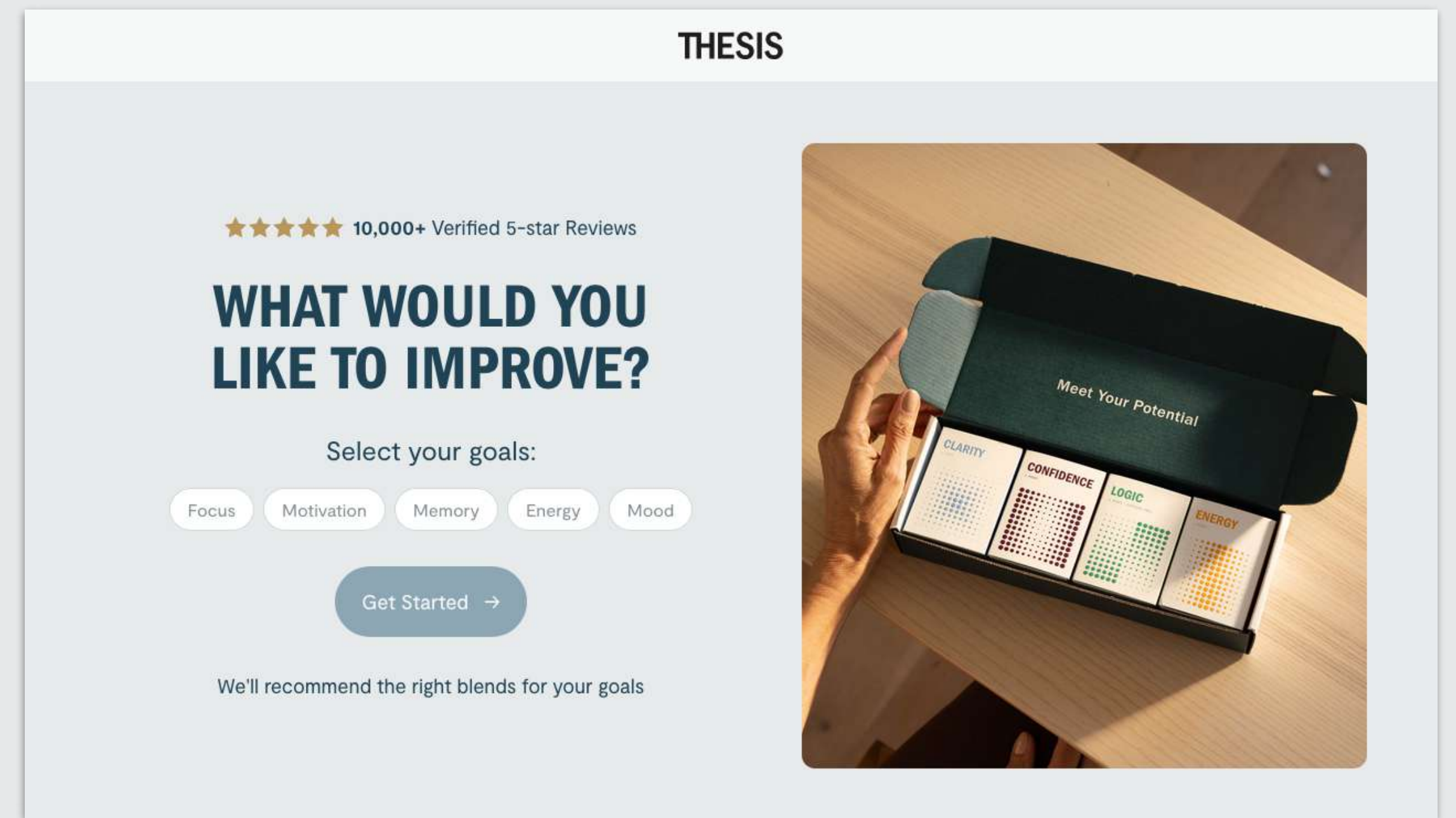
- I built a new hero for landing pages that gives customers an array of options to choose from to make their experience feel more personalized as they enter the funnel.
- **Results: +47% quiz entry rate, -17% decrease to bounce rate, +12% increase order CVR**



Control



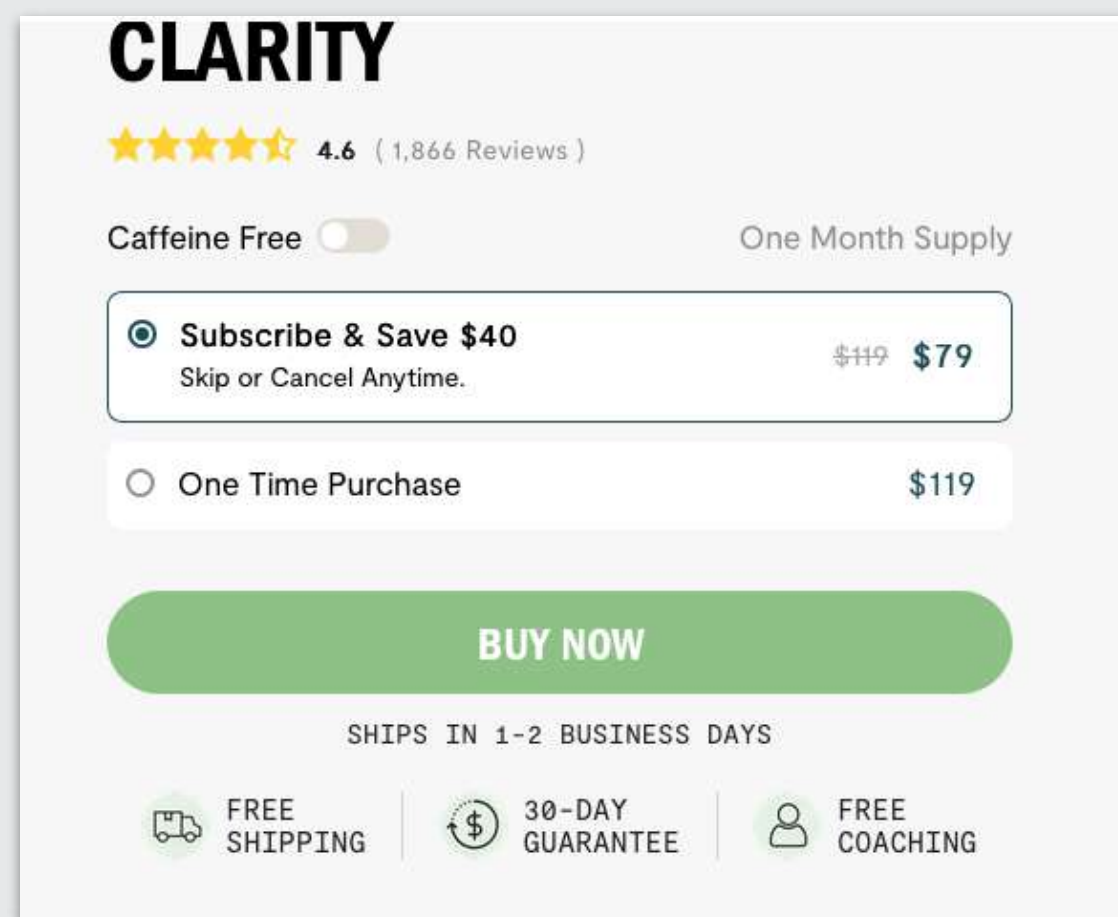
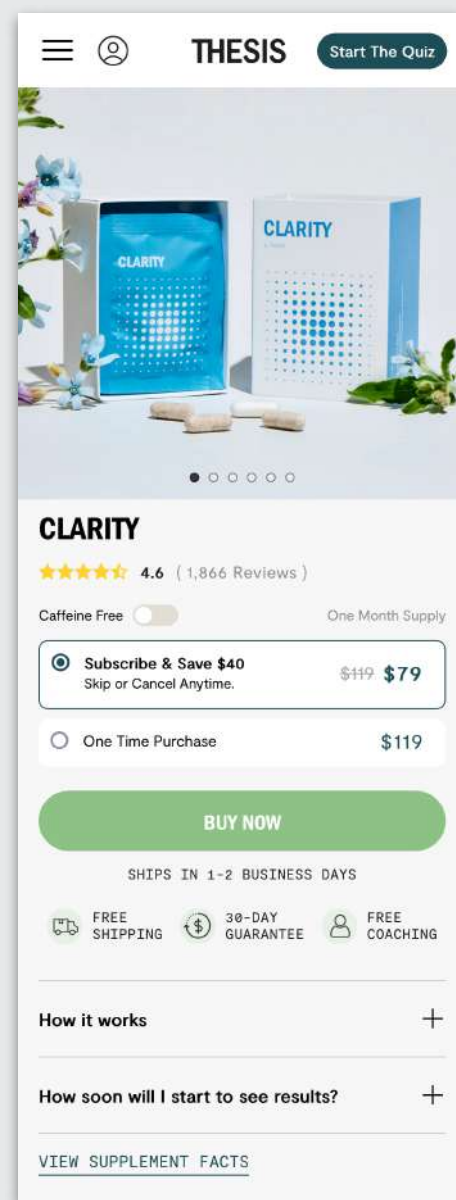
Candidate



A/B TESTING

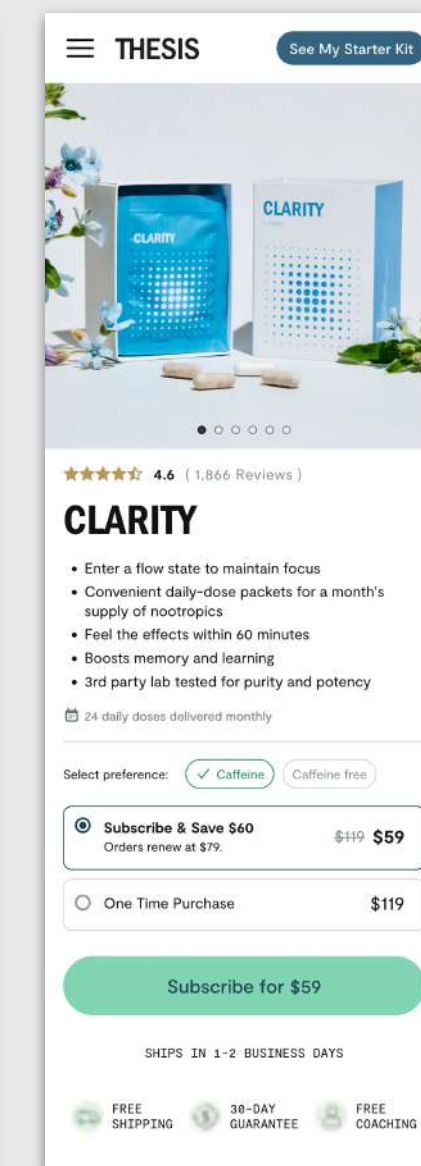
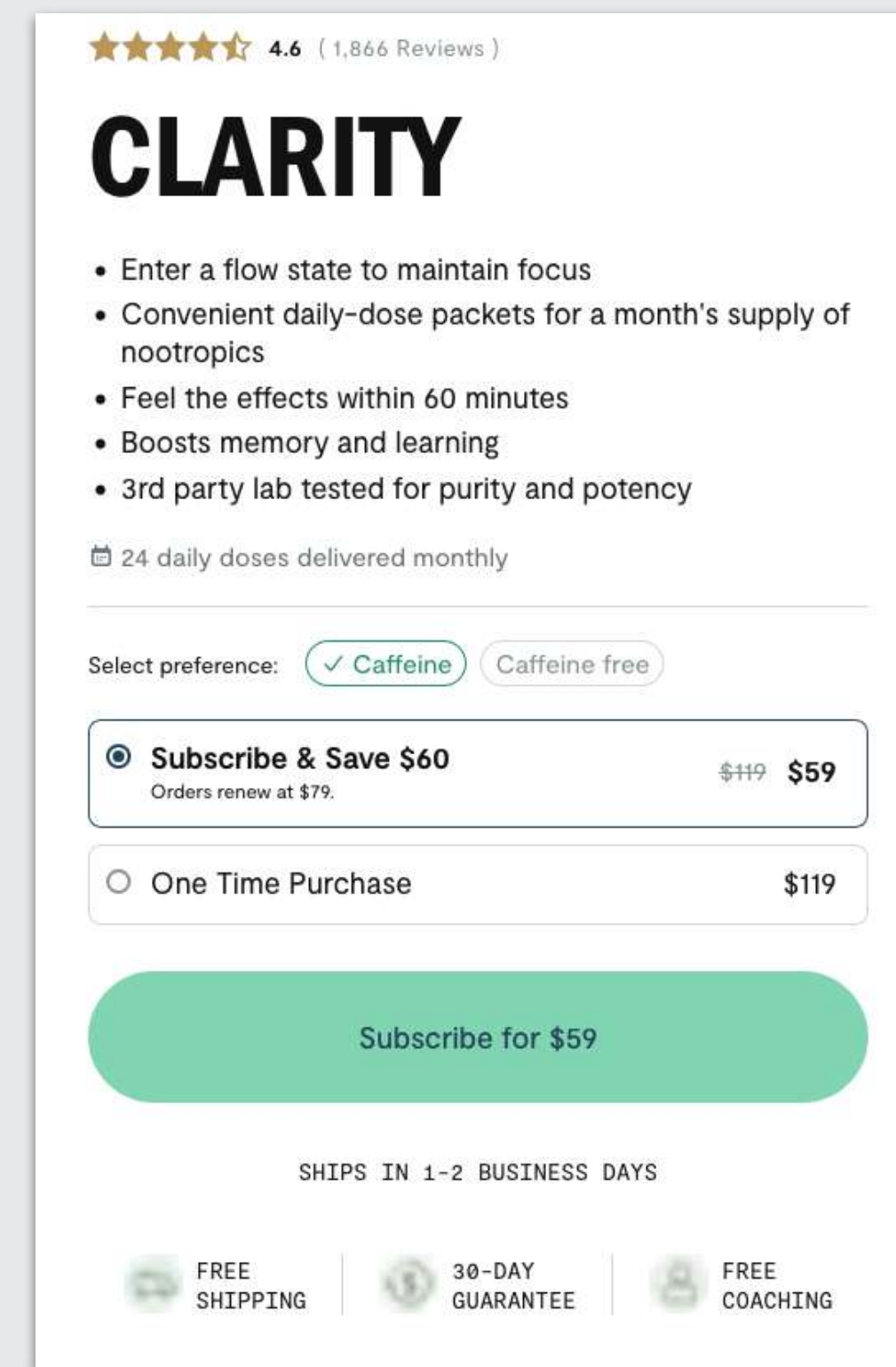
PRODUCT PAGES

- I reworked our product display pages to better explain what the products do and more clearly present purchase options, while also improving accessibility and general UX.
- **Results: +34% unique order CVR**



- not WCAG color contrast safe
- Caffeine “toggle” UX confusing
- lacking product description
- price might be missed

Control



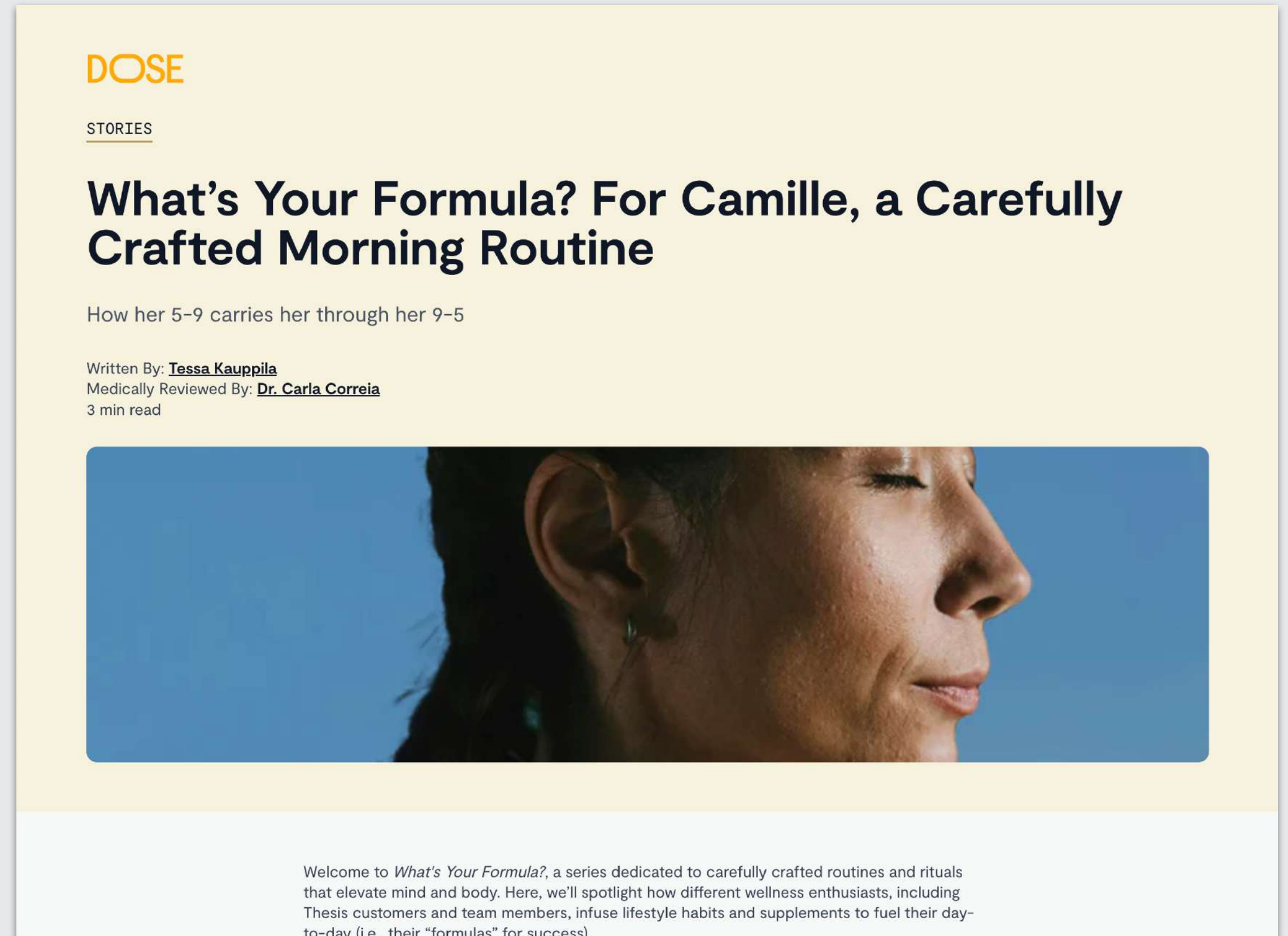
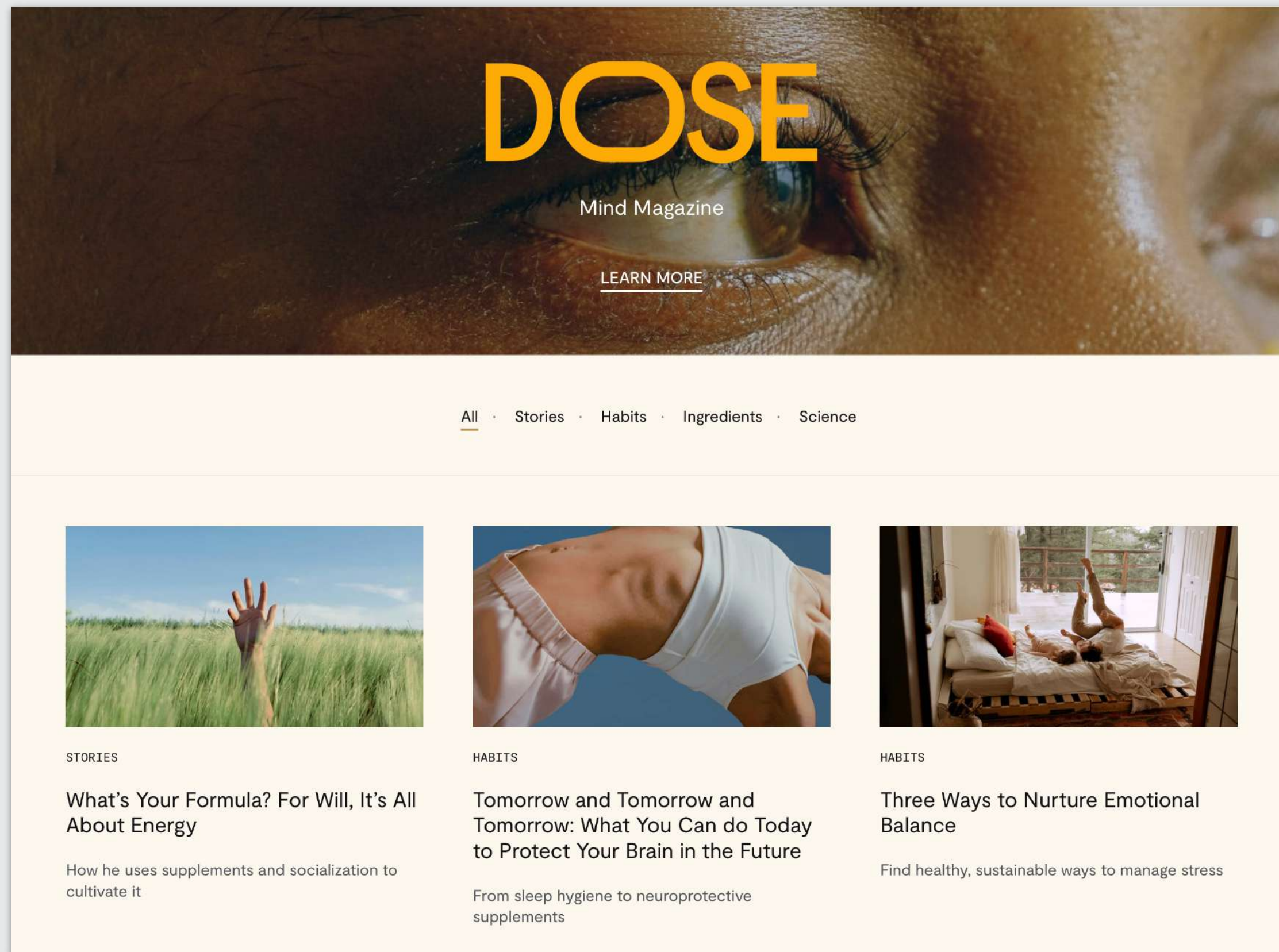
- meets WCAG color contrast
- improved UX for caffeine option
- product value bullet points
- price included in button CTA

Candidate

FRONTEND DEV

EDITORIAL BLOG

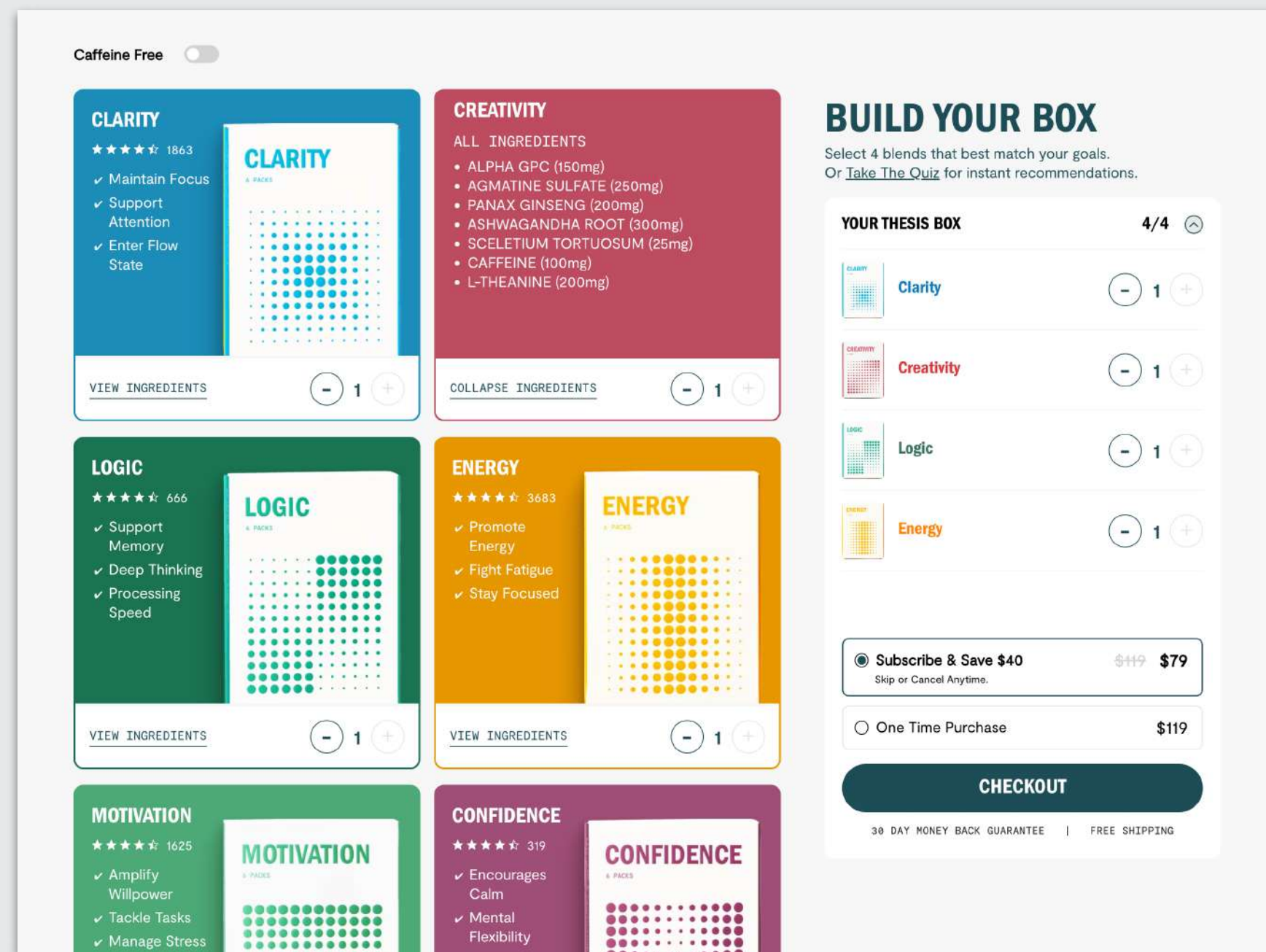
- With brand input and direction from the creative team, I designed and built list + article templates for Thesis' first editorial blog "DOSE", an avenue for the company to be a leading voice in the nootropic space.



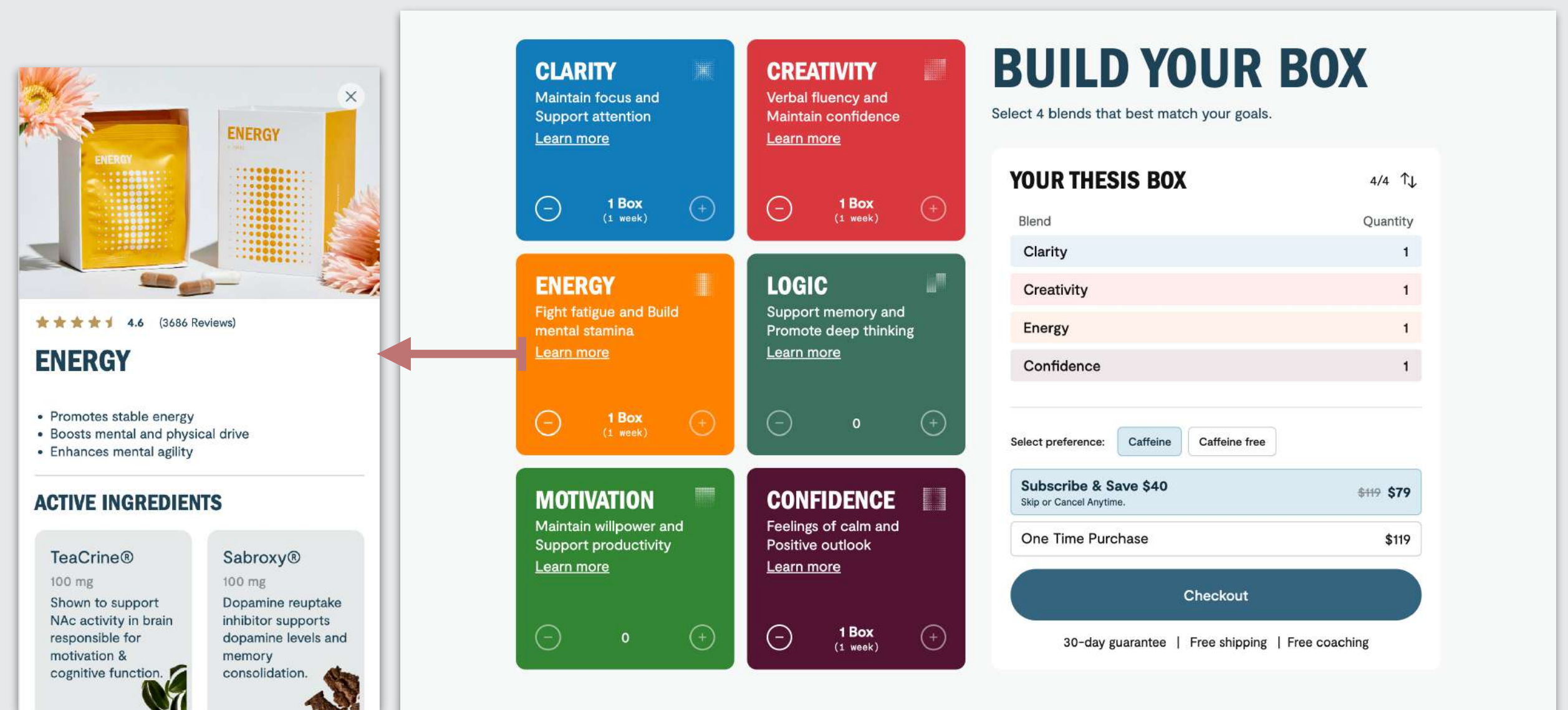
FRONTEND DEV

BUILD YOUR BOX

- I rebuilt our “Build Your Box” feature from the ground up in a new codebase, developing dozens of new React components to support the improved design and UX.



Old (Liquid)




New (React / Hydrogen)

FRONTEND DEV

QUIZ RESULTS

- I built an entirely new experience for our post-quiz journey, which walks users through *why* they were recommended their blends in a new UX that leads them through to checkout.



- ✓ CROSS REFERENCING YOUR ANSWERS WITH OVER 14 MILLION DATA POINTS
- ✓ SYNTHESIZING YOUR RESULTS BASED ON 472 INDEPENDENT SCIENTIFIC STUDIES
- ✓ PREPARING YOUR BLENDS

See Your Results



THESIS See Your Starter Kit

CHRISTOPHER, HERE'S YOUR THESIS

Based on your quiz and your unique brain chemistry, we recommend these four blends: Clarity, Energy, Creativity, and Confidence.



Continue

Free shipping within 1-2 business days

THESIS See Your Starter Kit

Learn why we selected these blends in your Starter Kit.



WEEK 1
CLARITY

You told us your goal is to reduce stress and maintain focus. Clarity will help you center your attention and enter a flow state.

[VIEW INGREDIENTS](#)

Studies show that 89.75% of our customers with results similar to yours noticed an improvement in their ability to reduce stress and maintain energy



THESIS See Your Starter Kit

Your Starter Kit

Blend	Quantity
Clarity	1 Box (1 week)
Energy	1 Box (1 week)
Creativity	1 Box (1 week)
Confidence	1 Box (1 week)

Select preference: Caffeine Caffeine free

Subscribe & Save \$40 ~~\$119~~ **\$79**
Skip or Cancel Anytime.

One Time Purchase **\$119**

Checkout

30-day guarantee | Free shipping | Free coaching

DISCLAIMER

The work shown here highlights the design system I built and some individual UI/UX strategy I took part in at Thesis, and is not meant to be an all-encompassing account of every project or initiative I worked on, as I touched virtually all aspects of the website: home page, social paid landing pages, product list pages, product display pages, the product quiz, the cart & checkout process, the subscription portal, and more.

This design brief does not represent Thesis' past or current business strategy, or attempt to provide any confidential information that would not otherwise be publicly accessible.

