Mobile App Product Listing Page

Senior Product Designer

Cross-functional project team: PM, BA, Design x 2, Flutter Dev x 3, Web Dev x 1, Backend Dev x 1, Tester x 1,

The Project

The Kmart app was originally built using web-views, leading to slow product listing page load times and high drop-off. The strategy was to rebuild key pages in Flutter for performance improvements while leveraging the mobile website as a testing ground to validate assumptions that could deliver immediate conversion uplifts.

What I Did

I led discovery, UX design, user flows, and low-fidelity designs, facilitated user testing, and worked closely with developers and a junior designer on UI. I partnered with an optimisation specialist to run A/B tests, measuring the impact of:

- Price format adjustments, increasing conversion by 10% (2.5% to 2.75%)
- Image quality and orientation improvements, driving a conversion uplift from 2.76% to 2.84%
- Exposed filters for price and subcategories, improving navigation and engagement contributing to $2.1 million in incremental revenue

The Result

The bolder price format and image optimisations delivered immediate conversion rate improvements while the app was still in development. The success of these experiments led to their adoption by partner brand Target, an unexpected but positive outcome. Page load times improved from 6 seconds to 2.5 seconds, reducing drop-off and improving engagement.

Beyond this project, using the mobile website as a proxy for app testing became a blueprint for future feature development and was later adopted for the checkout redesign, reinforcing an experimentation-led approach to app improvements.