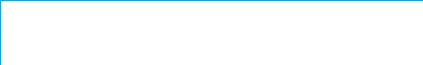




Luke Keast

**Product
Design
Portfolio**



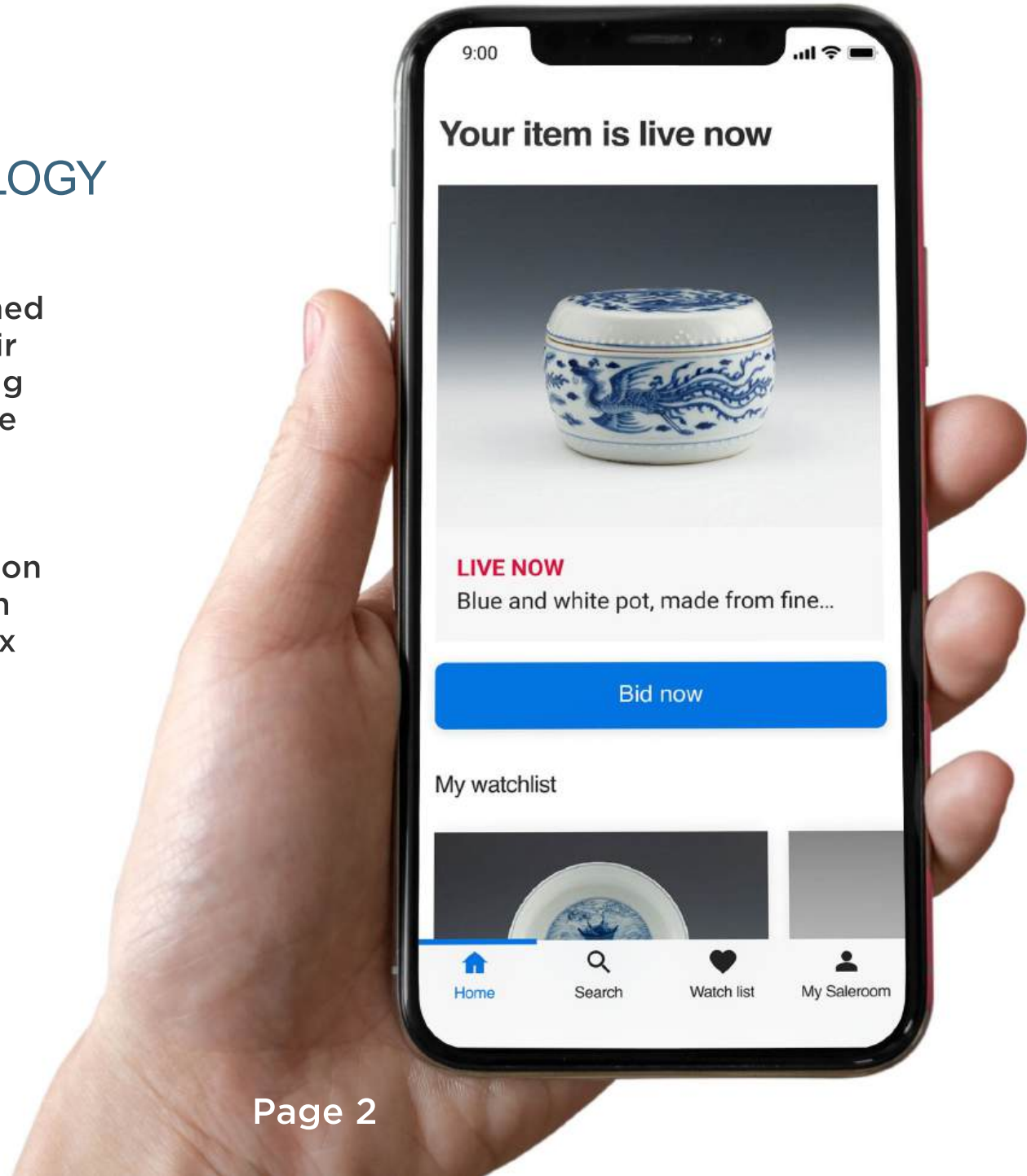
Selected work | 2024





Auction Technology Group aimed to modernize and enhance their online auction platform, starting with their largest UK brand, The Saleroom.

Additionally, they sought to establish a unified Product Vision and strategy to drive long-term business growth across their six core brands.



Redefining an old industry

The Saleroom had an outdated user experience that didn't meet modern e-commerce standards, leading to user frustration and lost revenue.

The company needed to identify auction process pain points and improve usability while also developing a future-proof strategy for product development across all brands.

Research through user interviews, analytics, and surveys revealed that complex navigation, inefficient search, and an outdated interface were driving poor user engagement and revenue loss.



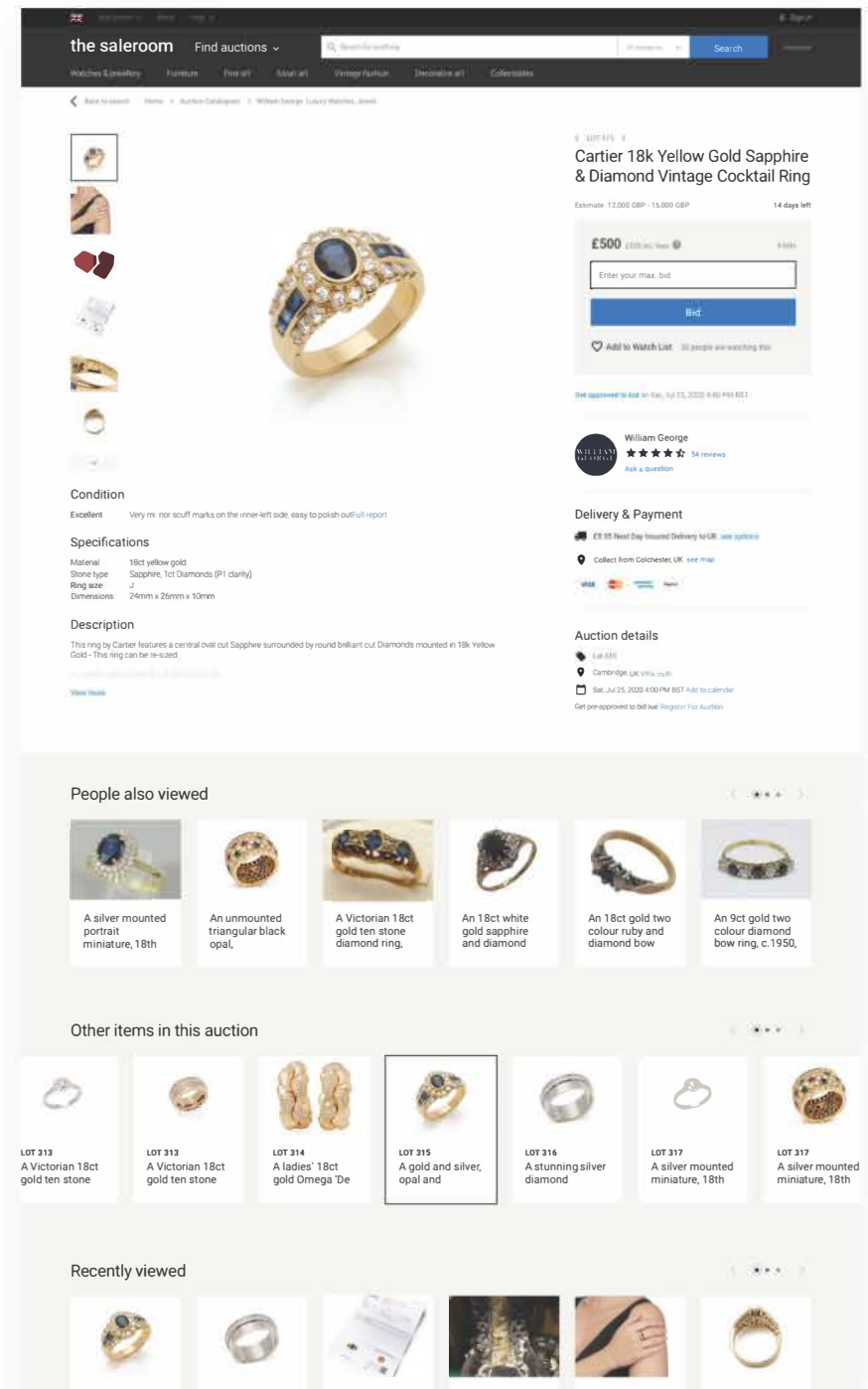
A Vision for the future

For The Saleroom, I led the development of a new, user-centered platform design. I redesigned the entire platform using Figma and introduced a more intuitive product recommendation system.

These improvements significantly enhanced the search experience, optimized navigation, and improved customer engagement.

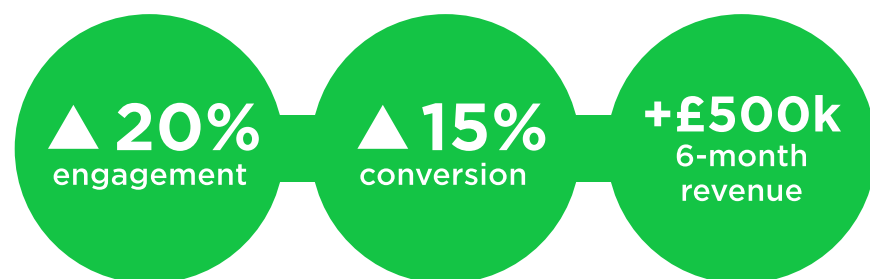
To validate these changes, we conducted A/B testing, which showed a significant uplift in user engagement and a projected £500,000 increase in revenue within six months of launching the redesign.

Watch video

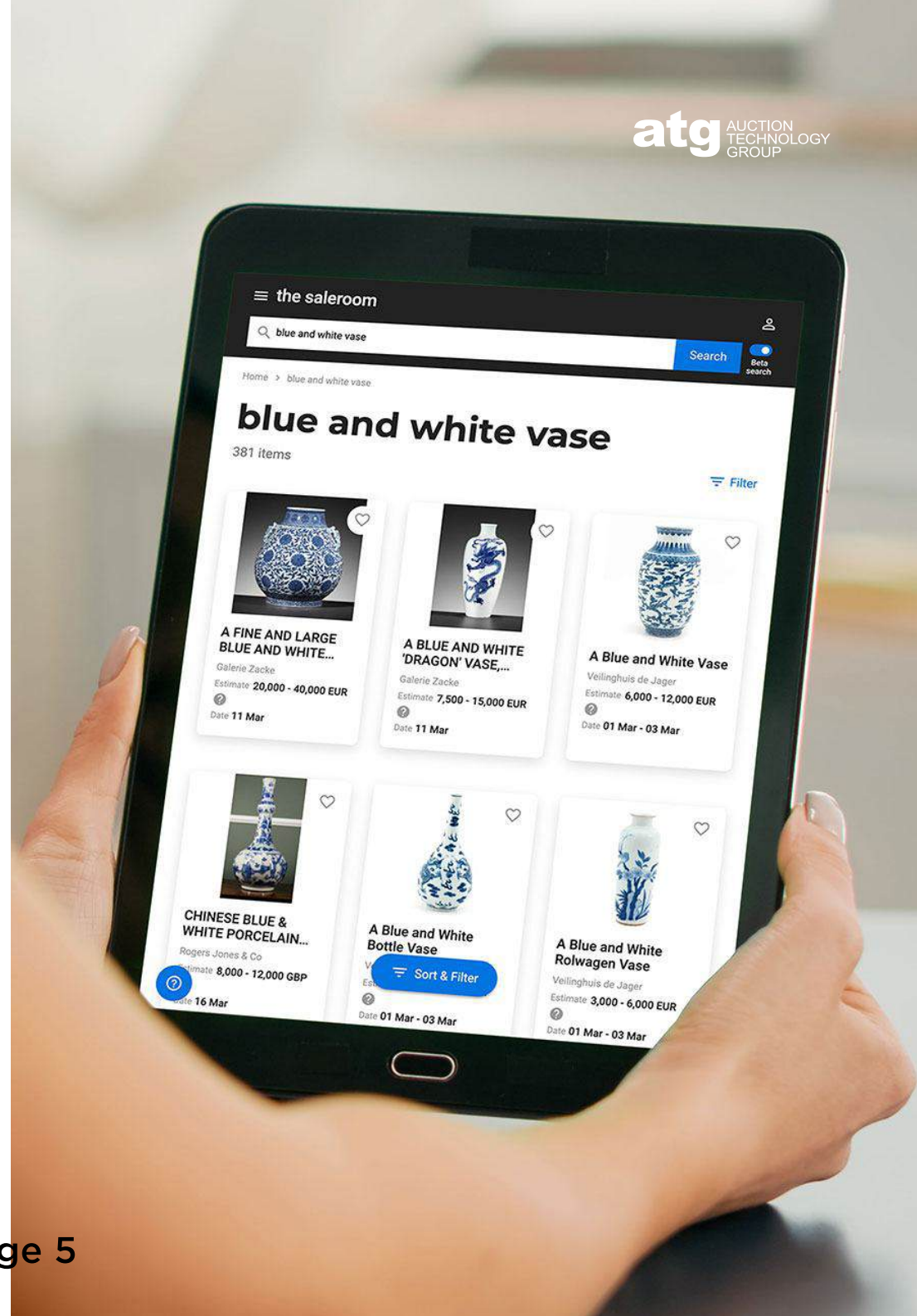


The result...

The user experience overhaul of The Saleroom saw:



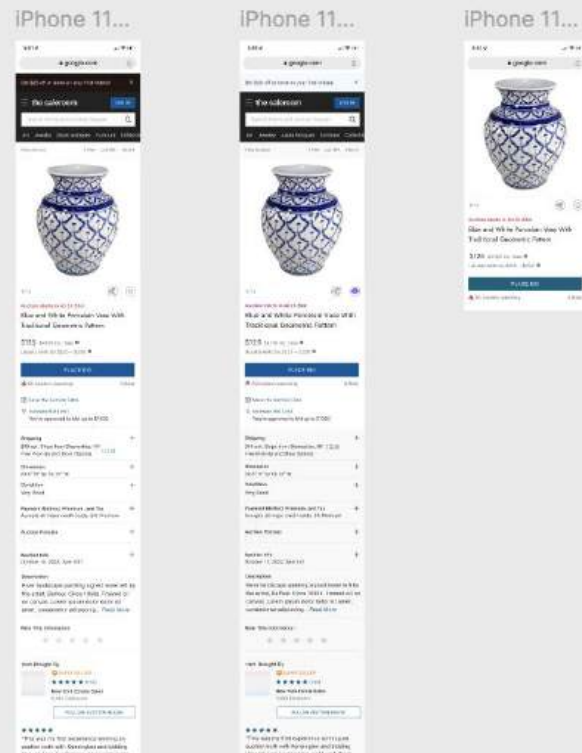
The business-wide vision and strategy I implemented provided clear direction for future development and helped streamline product offerings across multiple auction platforms, with projected returns of a further \$5 million.



[Figma sample]

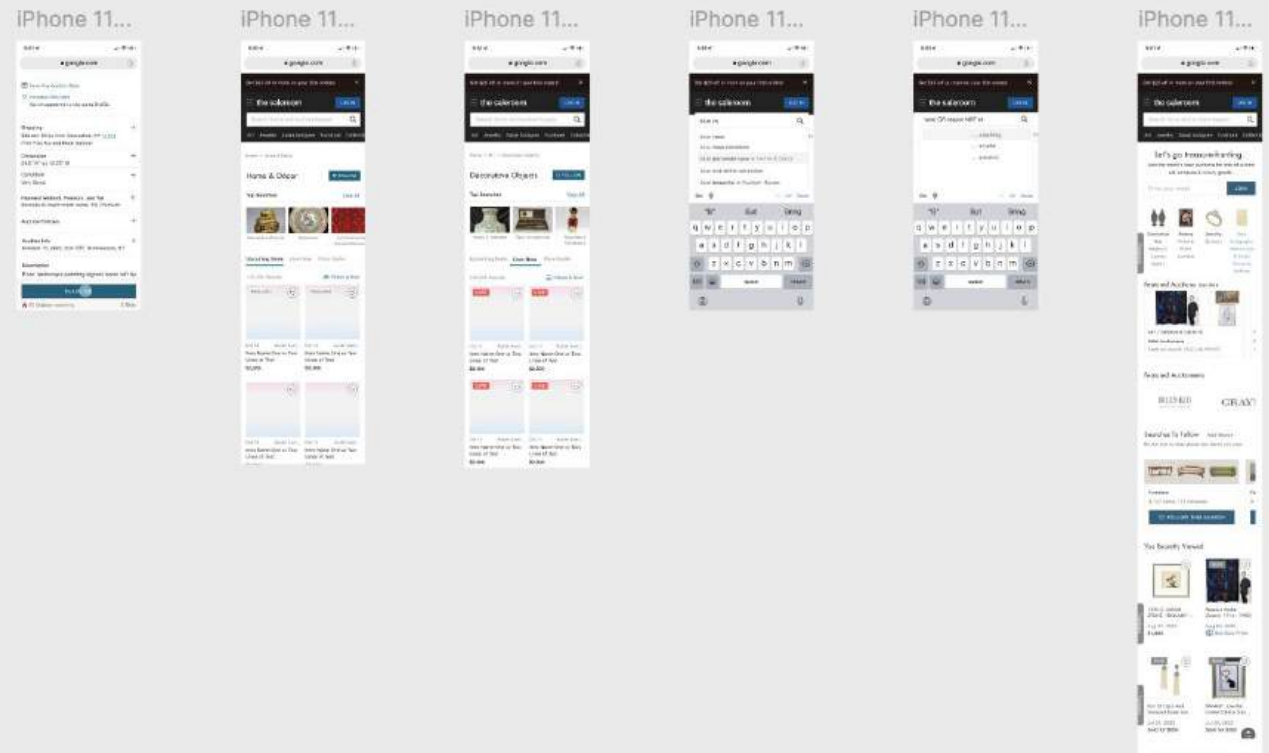
Title

Lot page



Title

Search & Browse







Toyota wanted to improve the usability of their aftersales and finance products. I conducted extensive user research, analysis, design & testing to deliver a robust solution





Lifting the bonnet

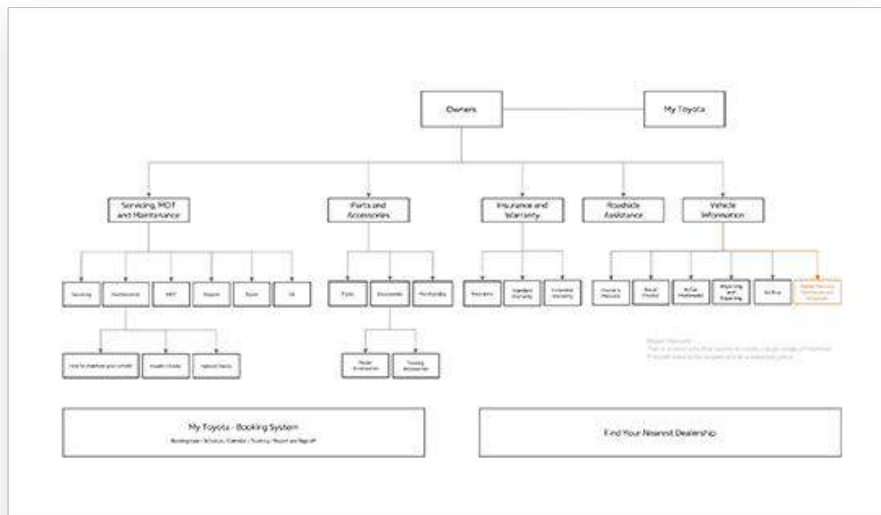
In order to better understand the navigation issues, I recruited real customers who had recently purchased a Toyota and conducted a card sorting exercise with them.

The users further confirmed what the macro data had suggested and provided the foundation for an alternative, clearer navigation structure.

A deeper dive into analytics data showed specific journeys with a high drop-off rate.

Based on the reasearch findings and on the original analytics data, I validated a new proposed navigation structure using TreeJack, against the original structure.

The new navigation made use of words that Toyota customers were more familiar with and grouped destinations into more logical categories.



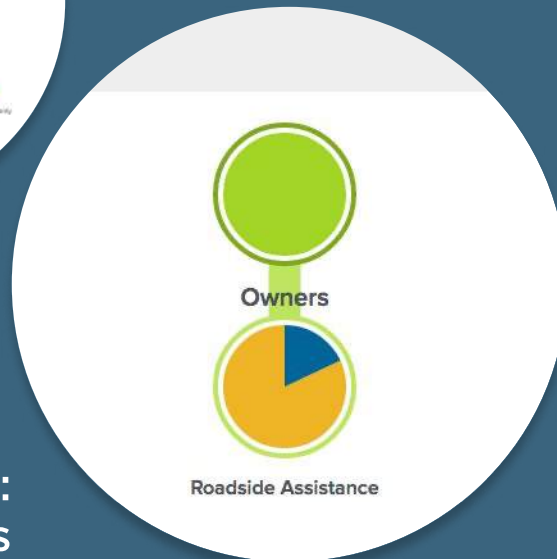
- Surveys
- Analytics
- User interviews
- Card sorting
- Tree testing

The result...

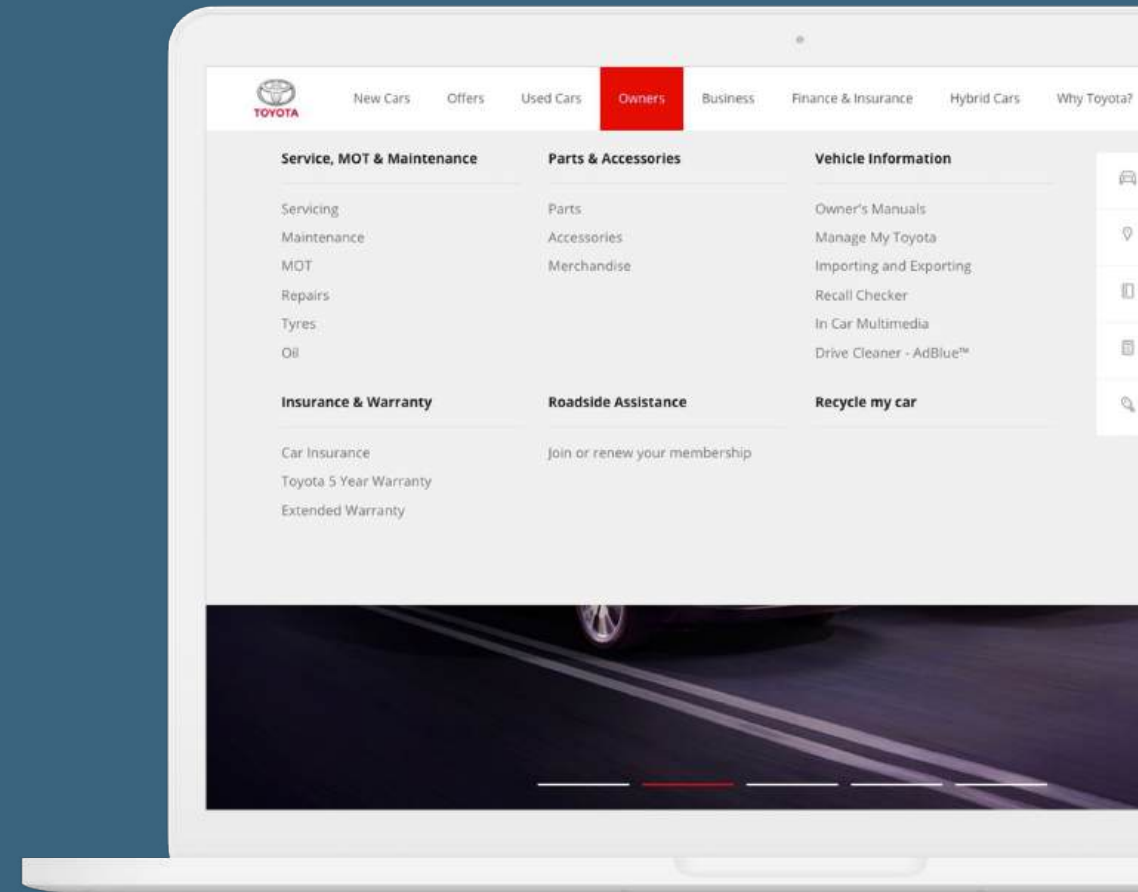
The test data revealed a dramatic improvement in the task success rate, using the new navigation
Overall task success was up from 56% with the old structure, to 96% with the new structure



Before: 56%
success



After:
96% success







The €70bn energy giant wanted to develop a brand new website to supply energy to the public.

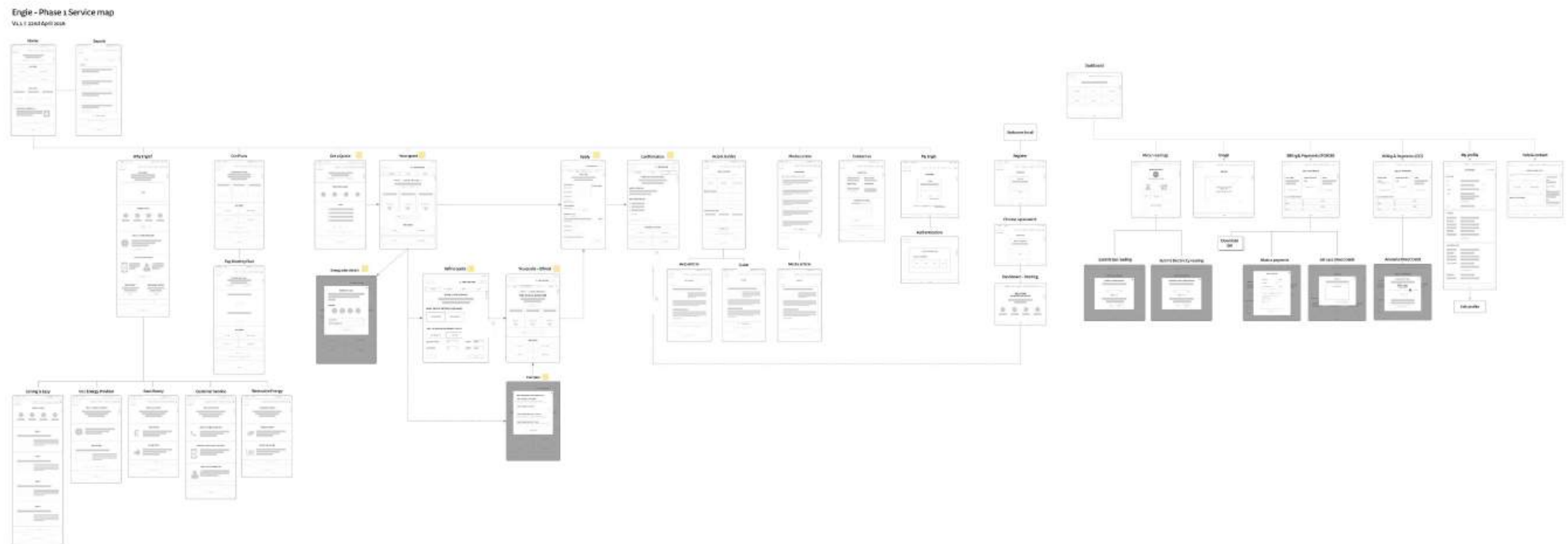
By conducting user interviews, mapping out user journeys & testing a complex functional prototype, I was able to design & validate a slick user experience.



Research & Discovery

The project started by gathering data from real energy customers in Engie's target market (via user interviews) and mapping out the typical user journeys - identifying pain points and potential opportunities with their existing supplier.

This data allowed me to map out a detailed service map, describing a potential product.



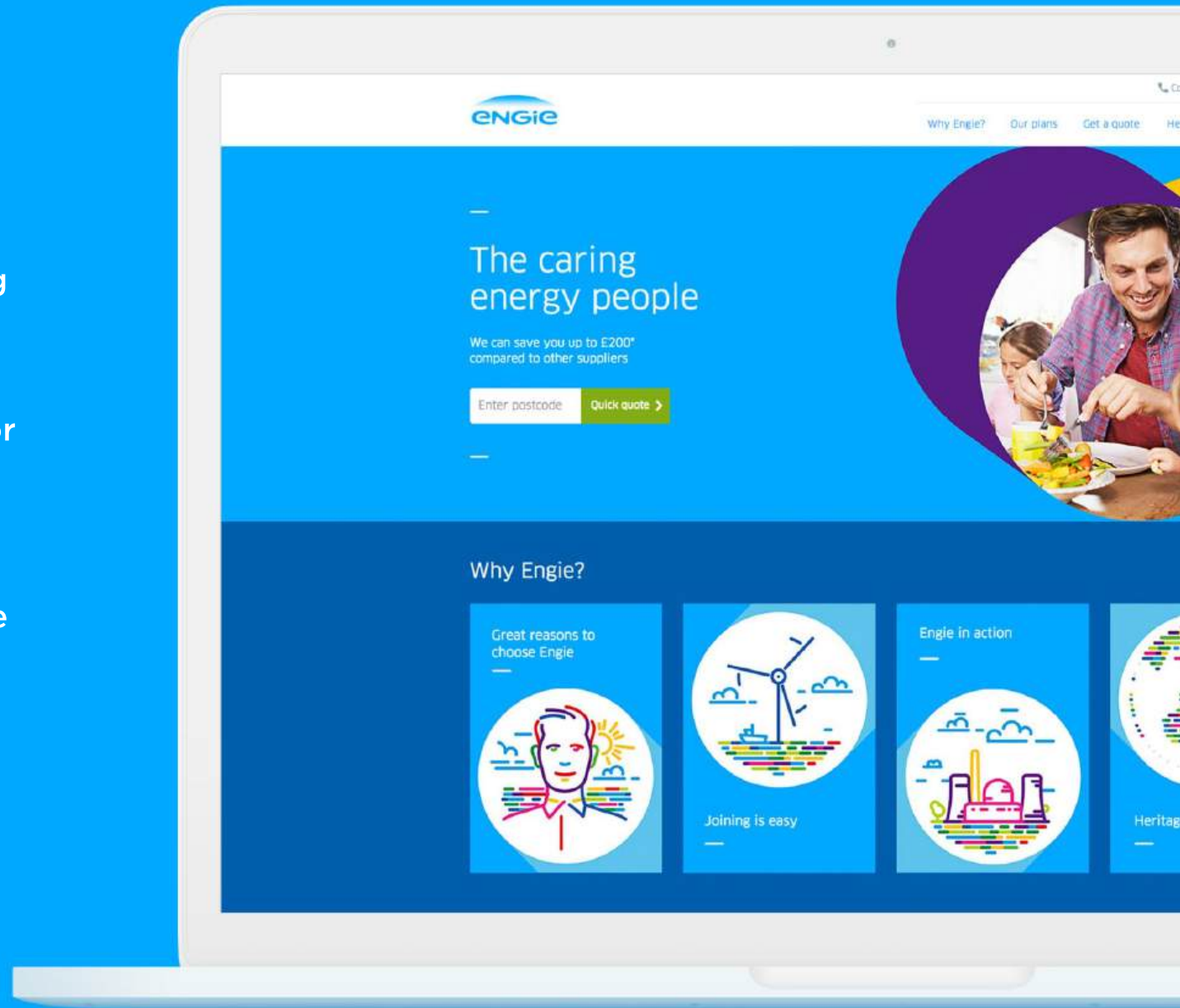
The solution

The solution featured a slick sign-up process, making it possible for users to get through the entire process in under 30 seconds, using AI.

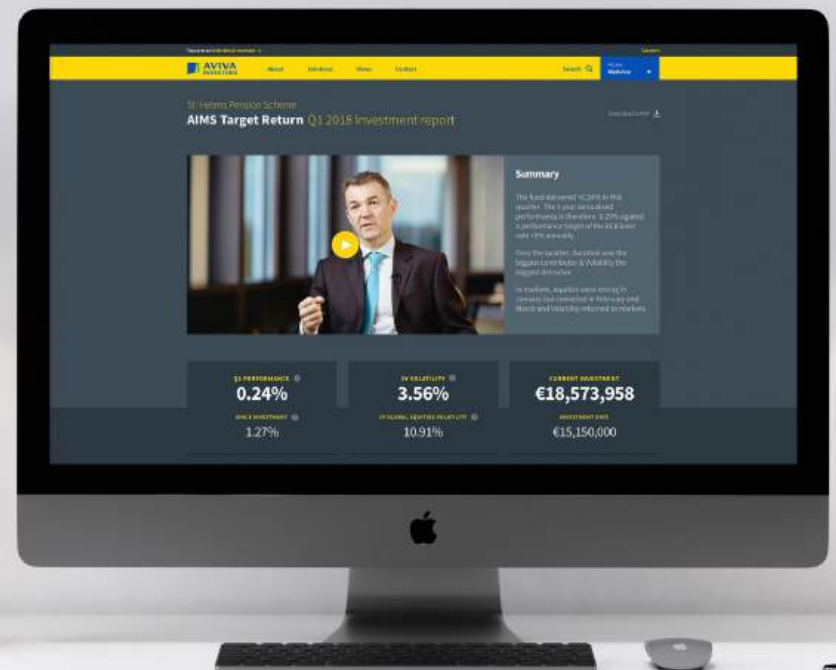
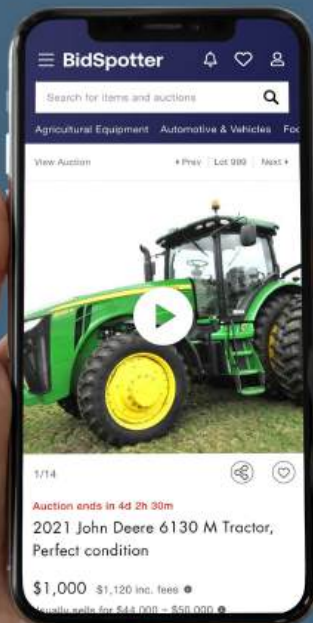
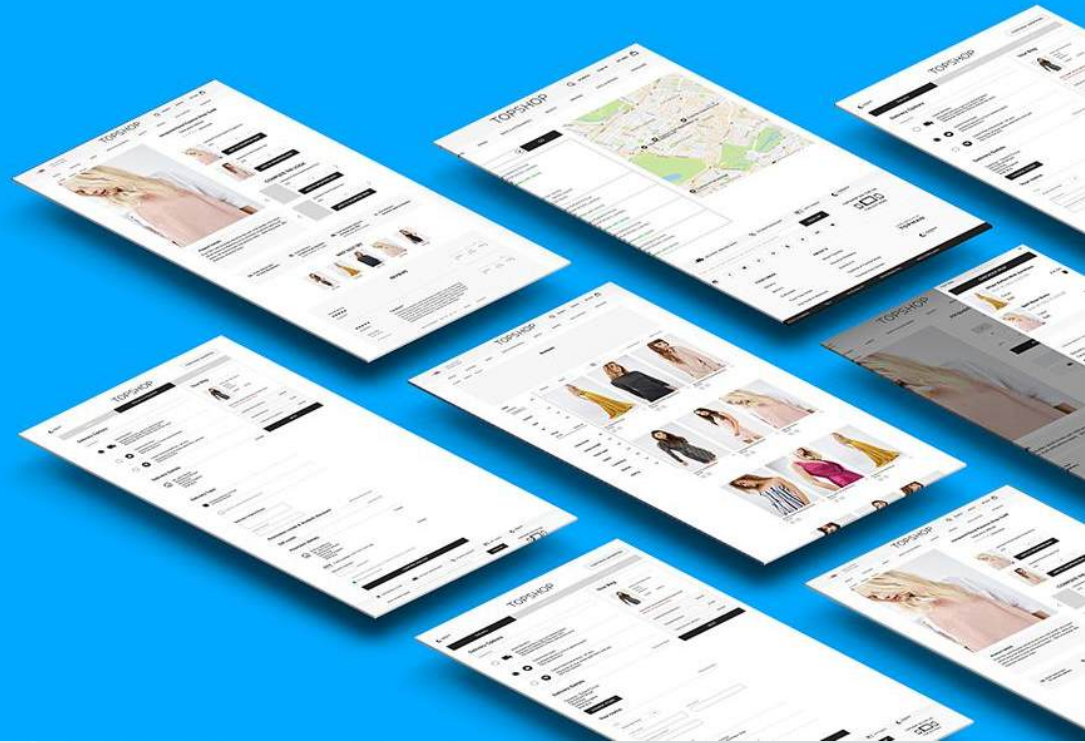
The finished website was tested with users in the market looking for a new energy supplier.

80% of the users tested wanted to sign up following the test, despite the product not yet being available

[Watch video](#)



[Other Selected Works]





Luke Keast

Product Design & UX Leader



Let's chat

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