



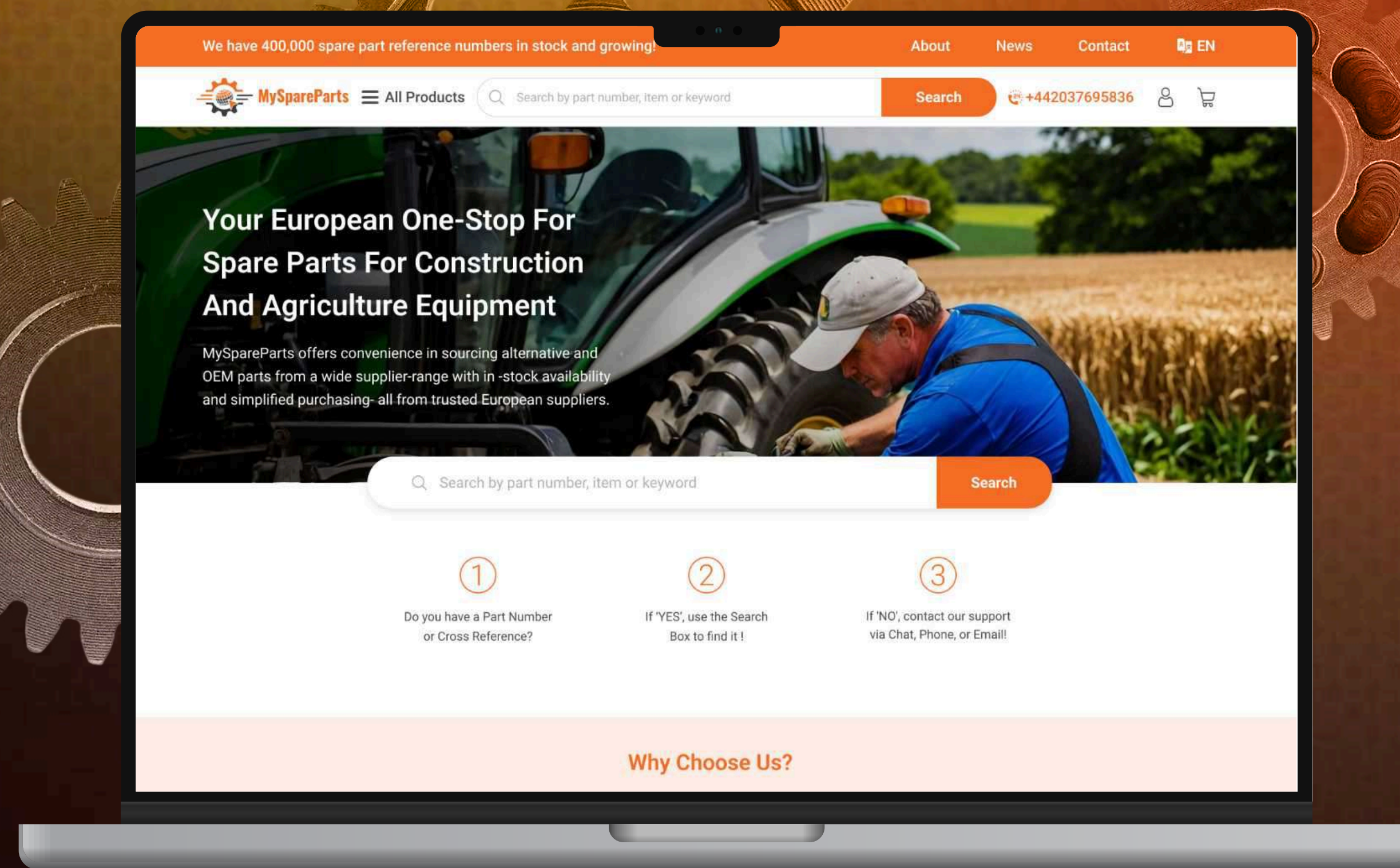
NAVSOFT

62% More Clicks With UI/UX Overhaul for MySpareParts

How Navsoft's UI/UX designer transformed MySpareParts into a high-converting online automotive parts destination.



MySpareParts



Client

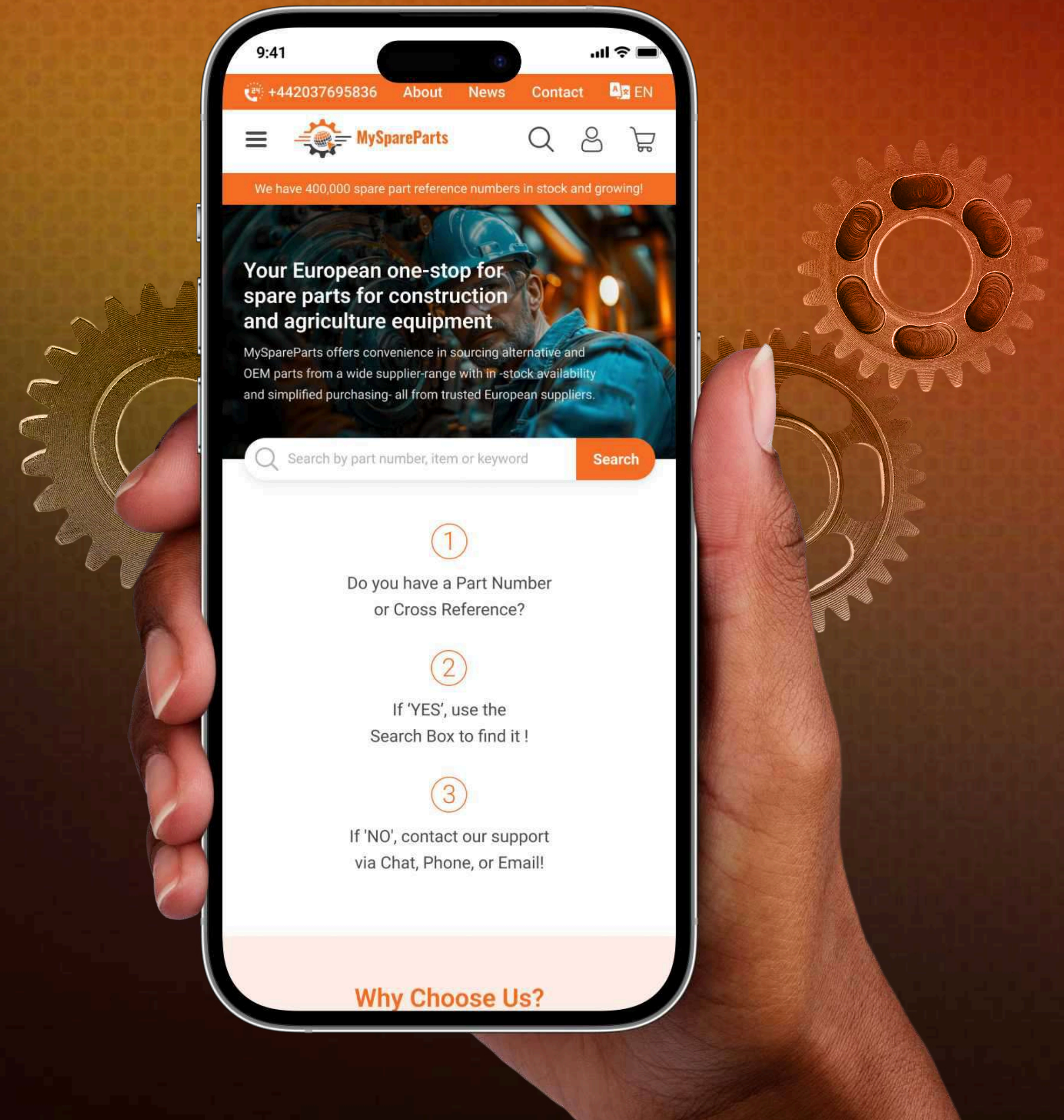
MySpareParts is a leading online retailer specializing in a wide range of spare parts for various machinery, appliances, and vehicles. With a catalog of over 500,000 products and serving across 50+ countries, they needed to revamp their platform into something sleek and intuitive to make product access easy for all.

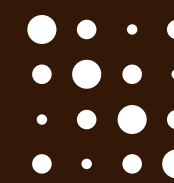


MySpareParts



NAVSOFT





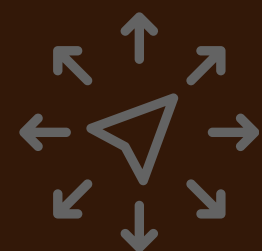
NAVSOFT

Challenge

Due to the complexity of the catalog, MySpareParts' customers struggled to find the right products. This led to a barrage of challenges affecting sales and customer satisfaction.



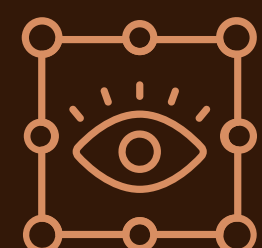
High bounce rates and low conversion rates on both desktop and mobile platforms.



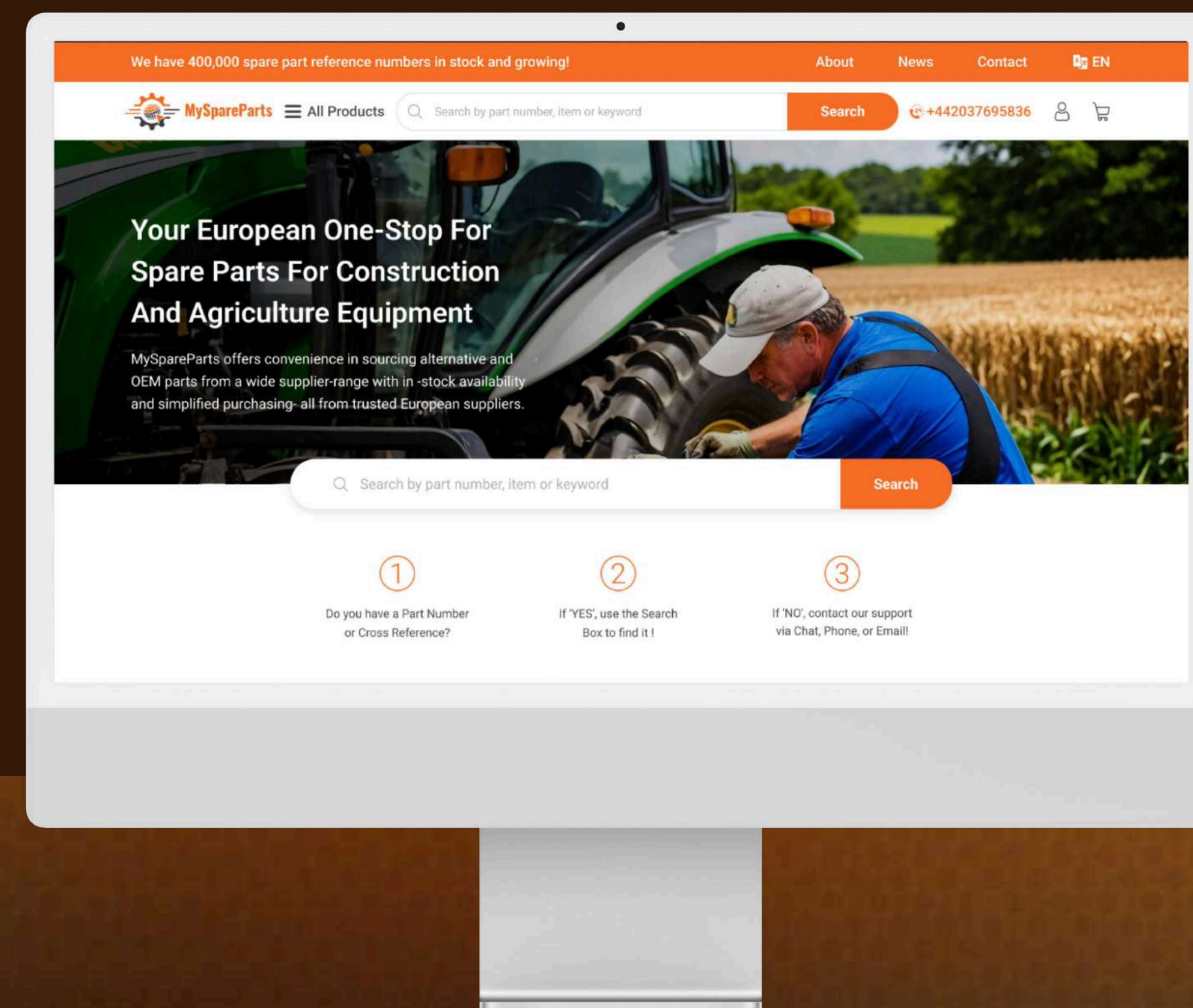
Complex navigation makes it difficult for users to find relevant parts quickly.



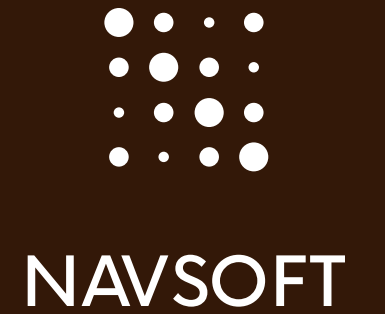
Poor user retention, with many customers abandoning the purchase process midway.



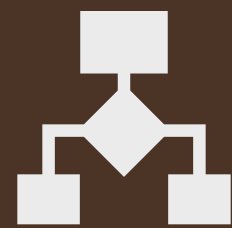
Lack of visual consistency and modern design elements, impacting brand perception.



Navsoft's Solution

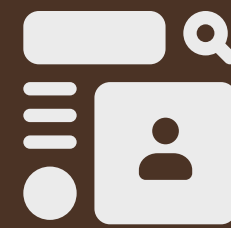


Navsoft executed a comprehensive overhaul of MySpareParts' platform. After a thorough discovery phase, we executed the following:



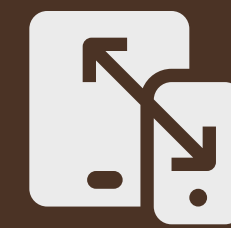
Streamlined Checkout Flow

The purchase funnel was redesigned to minimize steps, significantly reducing cart abandonment rates.



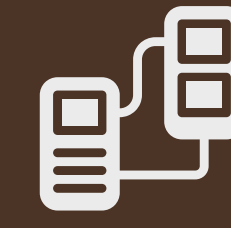
Modern & Consistent UI Design System

A new, clean, and professional visual design system was developed, ensuring consistency.



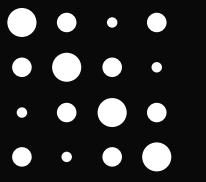
Fully Responsive Design Implementation

Every aspect of the user interface was optimized for responsiveness.



Interactive Prototyping & Testing

Iterative wireframing and high-fidelity prototyping allowed for continuous user feedback and refinement.



NAVSOFT

Key Results

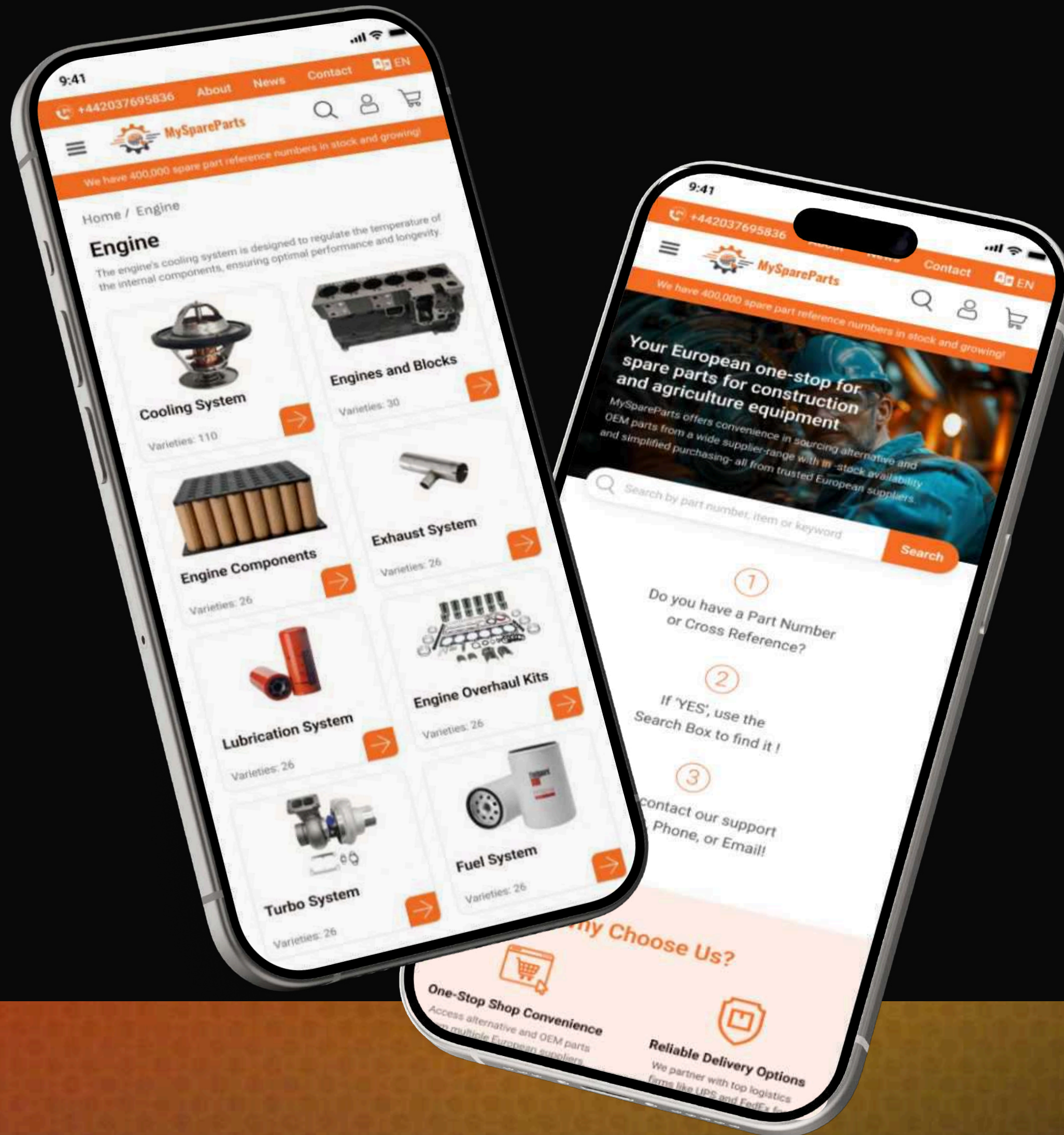
Navsoft's UI/UX design delivered immediate and measurable improvements for MySpareParts:

Stronger brand perception with a modern and sleek design.

Increased user engagement rate on the platform.

Enhanced product discovery and reduced bounce rate.

Significant increase in completed purchases and overall sales.





NAVSOFT



Ready to Achieve Similar Results?

Let's discuss how Navsoft can address your unique challenges and goals.

Book your **free 30-minute** strategic assessment with our UI/UX experts

[Schedule my consultation](#)

Priyanka Rungta

Director

priyanka@navsoft.in

Sandeep Palod

Operations & Strategy President

sandeep@navsoft.in

www.thenavsoft.com