SOBEYS: COMPLEXITY MADE CLEAR

The Sobeys project demonstrates my abilities of turning a messy, manual, error-prone workflow into a clear, guided, self-serve experience. I took a process with no journey, no validation, and no guardrails and rebuilt it with structure, onboarding, and clarity

It also proves my strength in evidence-based discovery, uncovering real friction and delivering measurable results, including a $16M lift in year one. I know how to take a scattered, high-stakes workflow and turn it into something stable, scalable, and easy to use.

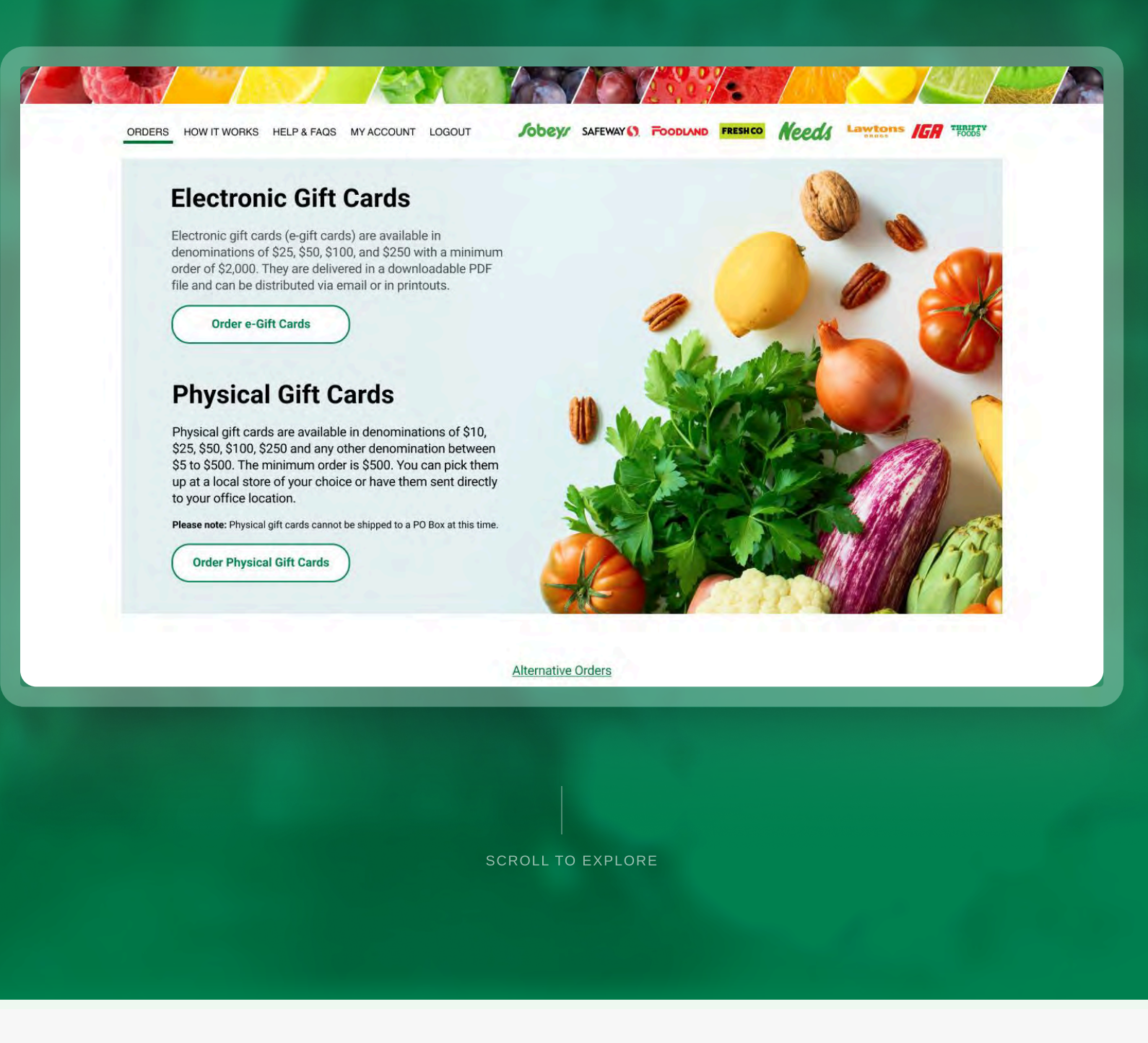
Discovery → Define → Design → Validate → Deliver

UX/UI CASE STUDY

Sobeys eGift Cards

Digital Gift Card Fulfillment for Corporate Clients

Digitizing a manual process for fast, contactless online ordering



Electronic Gift Cards

Electronic gift cards (e-gift cards) are available in denominations of $25, $50, $100, and $250 with a minimum order of $2,000. They are delivered in a downloadable PDF file and can be distributed via email or in printouts.

Order e-Gift Cards

Physical Gift Cards

Physical gift cards are available in denominations of $10, $25, $50, $100, $250 and any other denomination between $5 to $500. The minimum order is $500. You can pick them up at a local store of your choice or have them sent directly to your office location.

Please note: Physical gift cards cannot be shipped to a PO Box at this time.

Order Physical Gift Cards

Alternative Orders

SCROLL TO EXPLORE

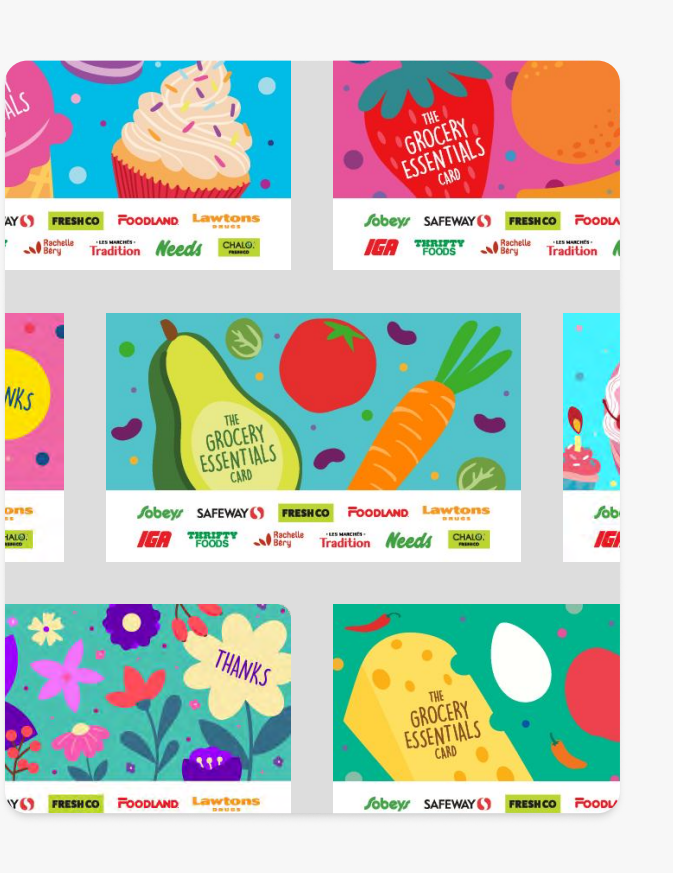
PROJECT OVERVIEW

Modernizing B2B Gift Card Ordering for Sobeys

Sobeys relied on handwritten, mailed, and faxed forms to process bulk gift card orders, with no registration, profiles, or digital payments in place. We rebuilt the entire experience from the ground up, transforming a manual workflow into a modern online system where businesses of any size could browse and place high-volume orders digitally for the first time.

The new platform replaced weeks-long processing with a streamlined, shared system for Sobeys and TD, cutting timelines to days. In its first year, physical card sales grew by $16M, and digital gift cards — a brand-new capability — captured 30% of total volume.

TIMELINE	ROLE	PLATFORM
26 weeks	Product Designer	Web & Mobile



PROBLEM & SOLUTION

Understanding the Challenge

How do we digitize the workflow without losing clarity, ease of use, or accuracy for the SMB clients of Sobeys?

User Pain Points

Completely Manual Intake

Handwritten forms — mailed or faxed — meant constant errors, illegible data, slow turnaround, and zero standardization.

No Defined User Journey

Clients had no registration, no profiles, no saved info, no visibility… basically no real flow, just paperwork floating in the ether.

High Processing Time

Weeks to process orders because everything relied on humans passing paper around.

How We Solves This

Standardized, Accurate Orders

Clean, structured digital forms eliminate handwriting errors, validate inputs, and ensure Sobeys and TD receive consistent, reliable data every time.

Faster, Streamlined Processing

No more mailing or faxing. Orders move through a unified digital workflow, reducing processing times from weeks to days.

Scalable, Self-Serve Experience

Registration, profiles, and online payments create a modern, intuitive system that supports small, medium, and enterprise clients without manual bottlenecks.

USER JOURNEY

Ordering Made Simple

Crafting a smooth end-to-end experience from discovery to order completion

1 **Registration** — User registers their account information for KYC verification.

2 **Type** — Users are presented with two gift card products

3 **Details** — Users input the denomination, quantity, and any personalization.

4 **Purchase** — Users confirm the order information and submits it for processing.

5 **Processing** — Processing team reviews the order to ensure it clears all AML checks.

✓ **Delivery** — Once payment is received, the cards are deployed.

USER PERSONAS

Understanding Our Audience

Crafting experiences for art lovers and design-conscious shoppers.

Deborah Miller

59, Office Administrator

Orillia, ON

Goals

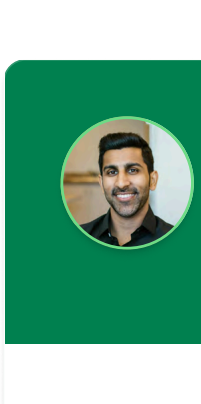
- Place orders quickly
- Ensure accuracy and on-time delivery
- Share order status with management easily

Frustrations

- Handwriting the order is slow and requires frequent corrections
- Illegible handwriting leads to errors and incorrect deliveries
- She waits on hold far too long just to get order status updates

Digital Comfort Level

Comfortable with Microsoft tools and basic web browsing



Raj Mehta

34, HR Manager

Surrey, BC

Goals

- Manage multiple division orders throughout the year
- Use PO's instead of credit cards for easier internal billing
- Stay informed at every stage of the order process

Frustrations

- No visibility into whether divisions receive orders on time
- Limited time to go to the bank and initiate wire transfers
- Feels he has no control once the order is submitted

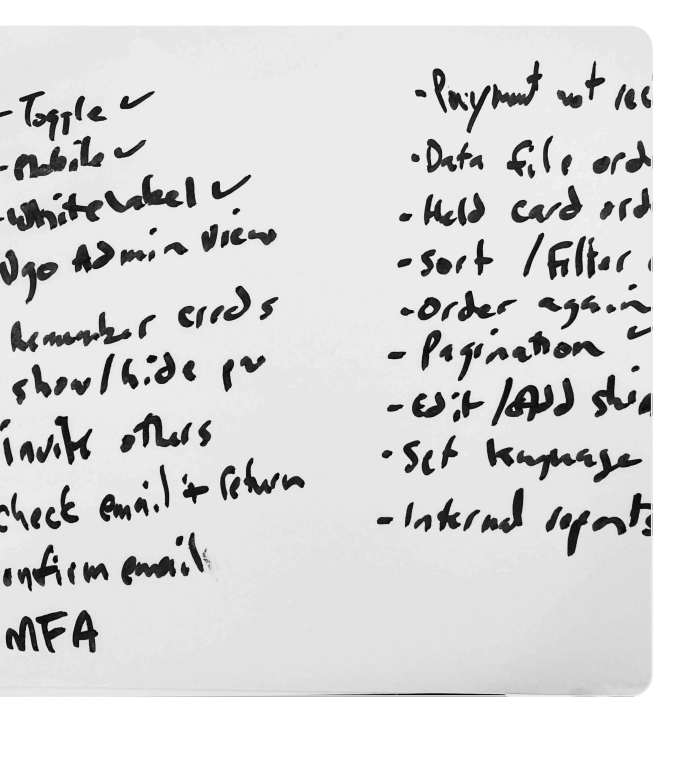
Digital Comfort Level

Comfortable with HR systems and frequent data entry

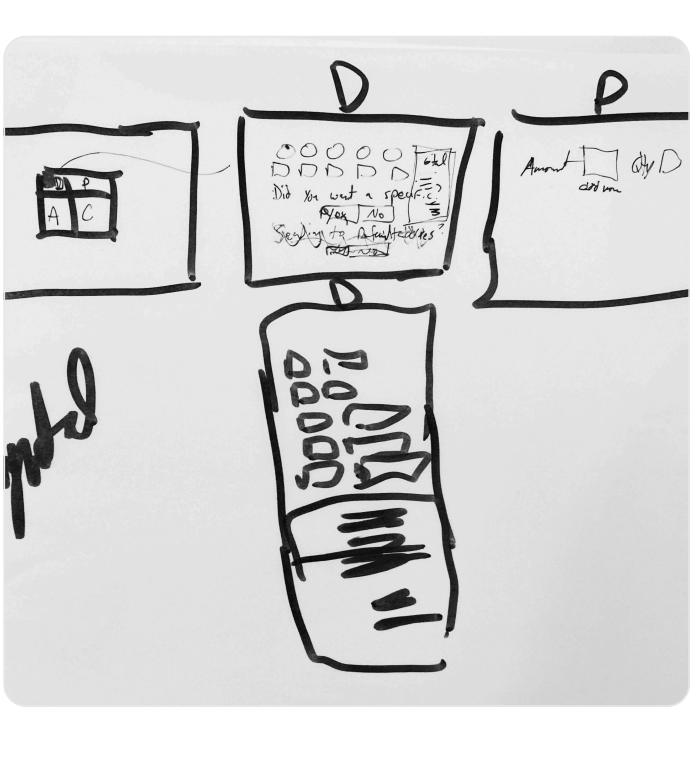
WIREFRAMES

Shaping the User Experience Flow

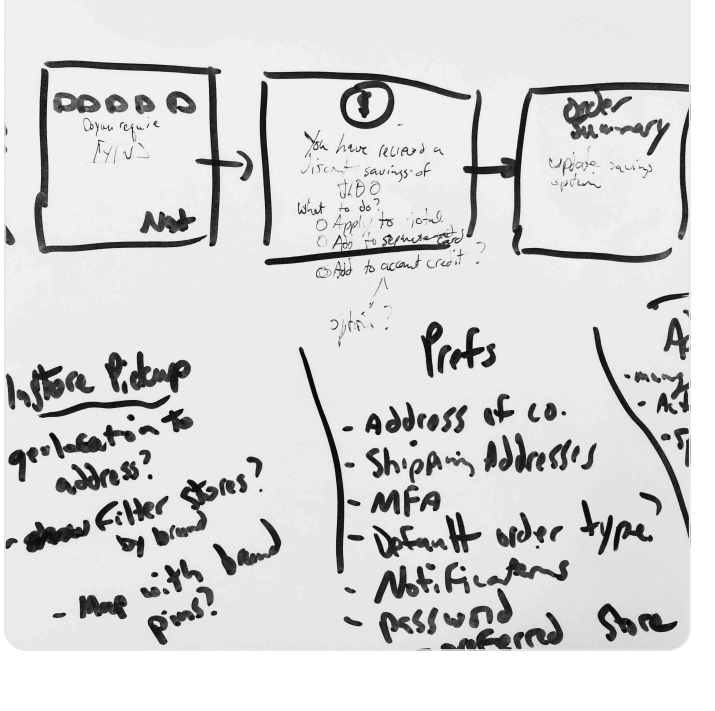
Whiteboard workshops validated the form flow and required details



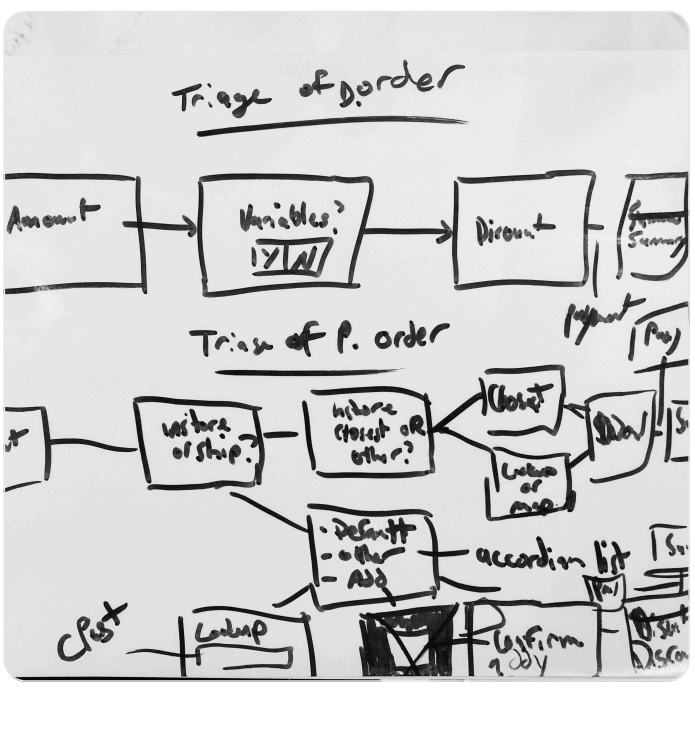
MVP Requirements



Digital Ordering



Physical Ordering



Complete Order Flow

DESIGN SYSTEM

Visual Foundation

A sophisticated palette that balances elegance with warmth.

Color Palette

Primary Brand	Primary Black	Bg Grey	Messaging Blue
#00804F	#000000	#F7F7F7	#F9F3EF

Typography

Roboto

Primary font for clarity and elegance

Heading	Subheading	Body Text
34px / Bold	28px / Medium	17px / Regular

Key Components

Buttons

Primary Action

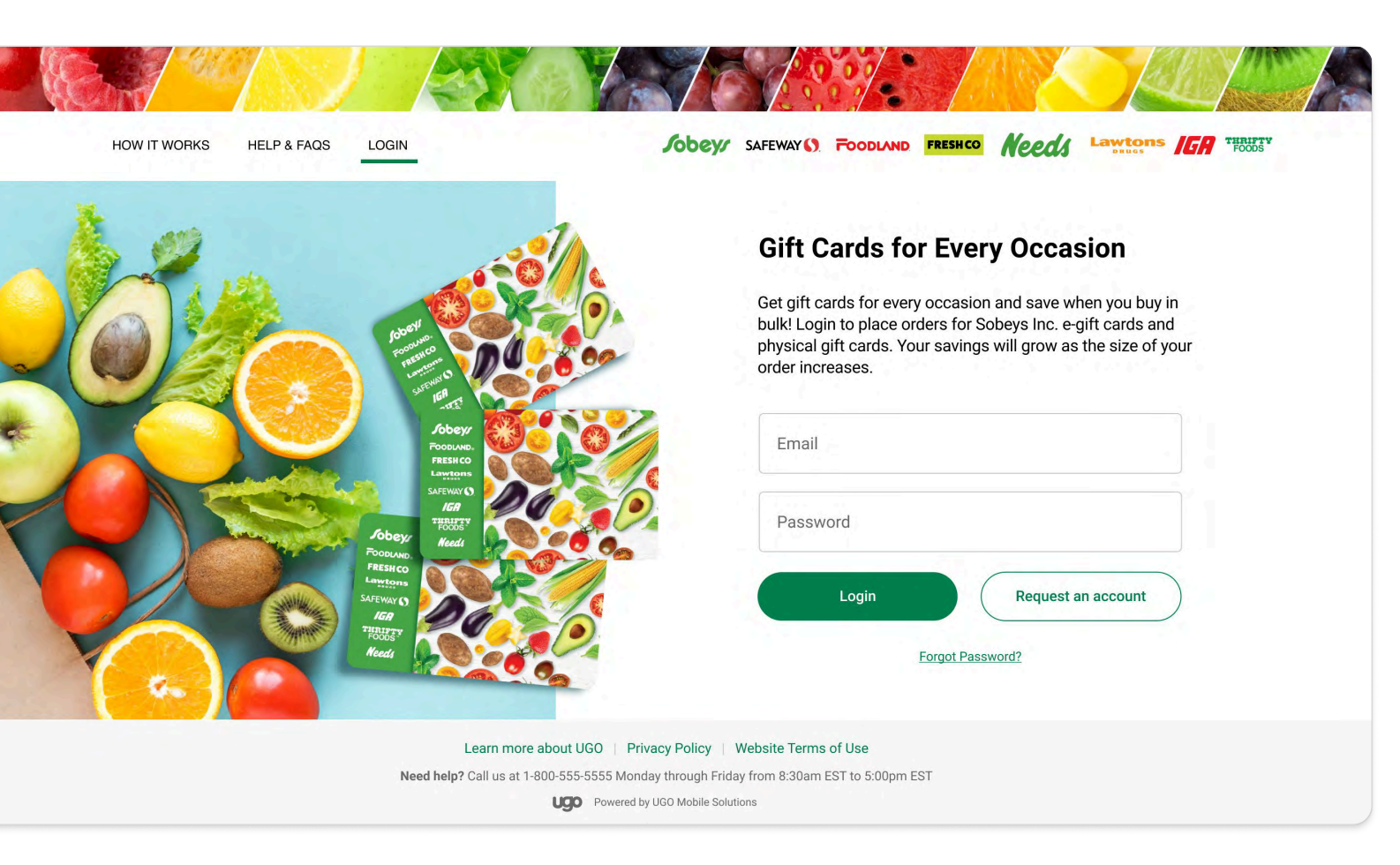
Secondary Action

FINAL DESIGNS

The Delivered Experience

A clear, guided flow that brings the handwritten process into the digital age

Public Landing Page



Gift Cards for Every Occasion

Get gift cards for every occasion and save when you buy in bulk! Login to place orders for Sobeys Inc. e-gift cards and physical gift cards. Your savings will grow as the size of your order increases.

Email

Password

Login | Request an account

Forgot Password?

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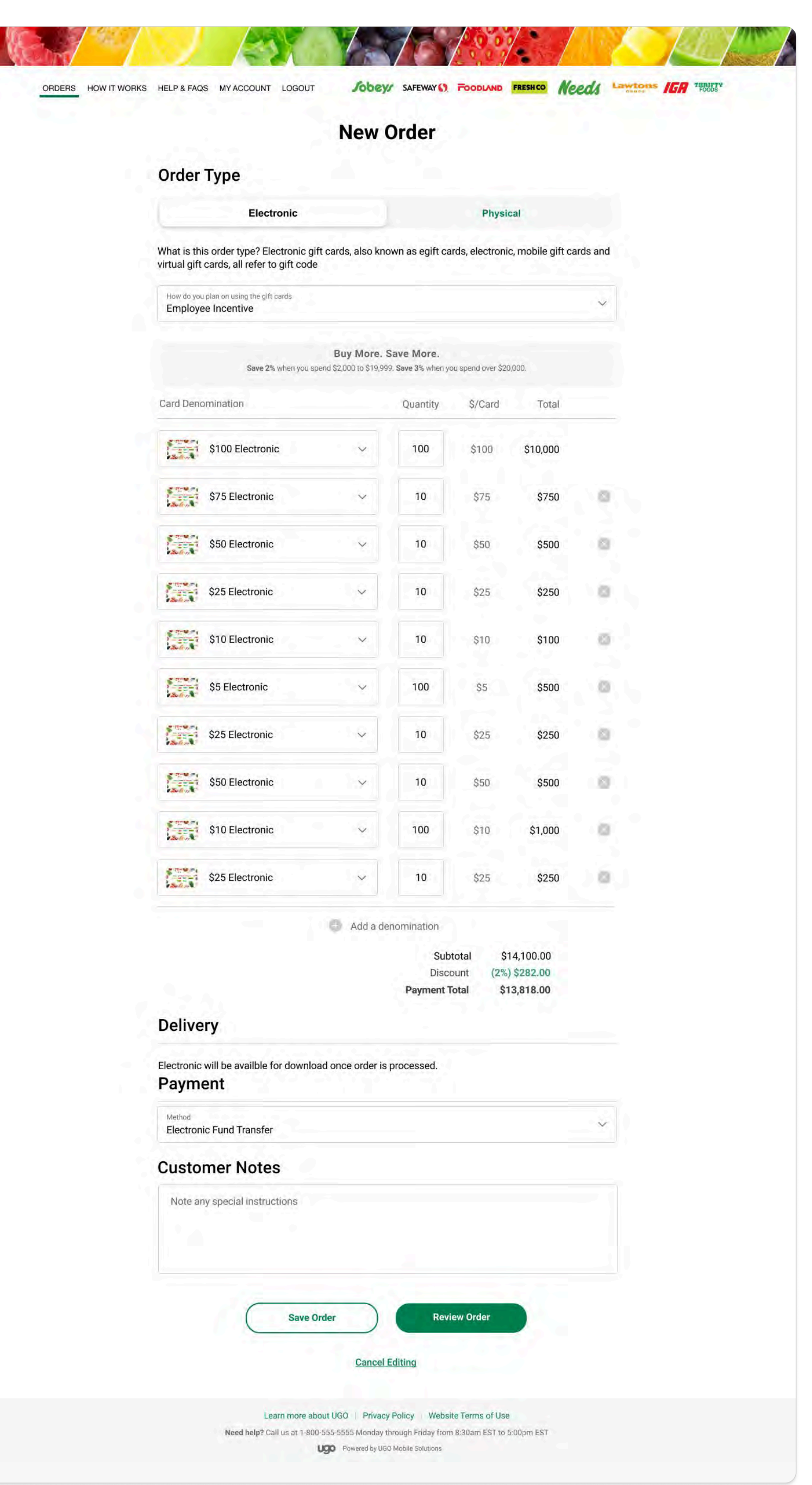
Digital Order Details



New Order

Order Type

Electronic | Physical

What is this order type? Electronic gift cards, also known as egift cards, electronic, mobile gift cards and virtual gift cards, all refer to gift code

How do you plan on using the gift cards

Employee Incentive

Buy More. Save More.

Save 2% when you spend $2,000 to $19,999. **Save 3%** when you spend over $20,000.

Card Denomination	Quantity	$/Card	Total
$100 Electronic	100	$100	$10,000
$75 Electronic	10	$75	$750
$50 Electronic	10	$50	$500
$25 Electronic	10	$25	$250
$10 Electronic	10	$10	$100
$5 Electronic	100	$5	$500
$25 Electronic	10	$25	$250
$50 Electronic	10	$50	$500
$10 Electronic	100	$10	$1,000
$25 Electronic	10	$25	$250

Add a denomination

Subtotal	$14,100.00
Discount	(2%) $282.00
Payment Total	$13,818.00

Delivery

Electronic will be availble for download once order is processed.

Payment

Method

Electronic Fund Transfer

Customer Notes

Note any special instructions

Save Order | Review Order

Cancel Editing

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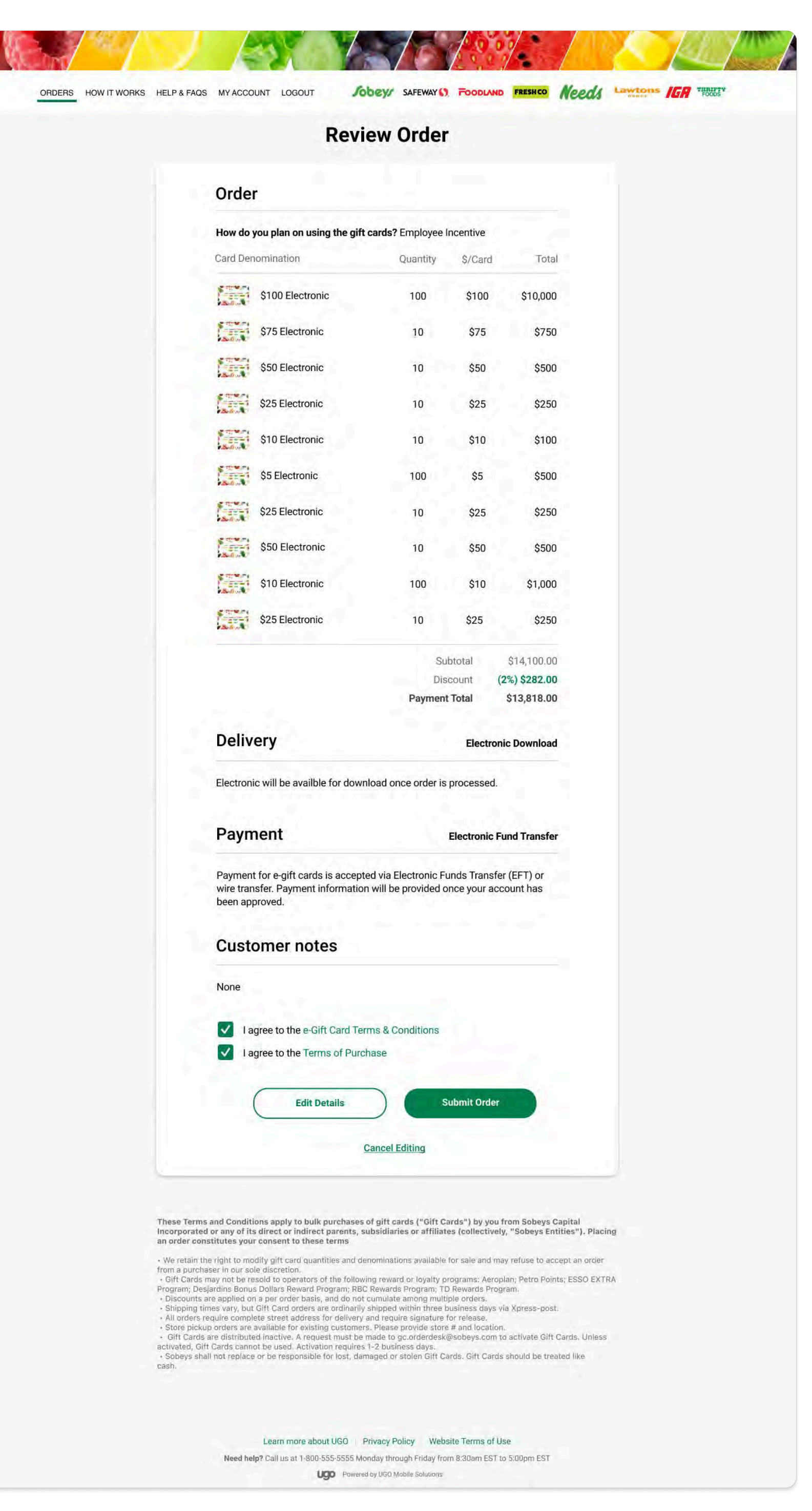
Review Order Details



Review Order

Order

How do you plan on using the gift cards? Employee Incentive

Card Denomination	Quantity	$/Card	Total
$100 Electronic	100	$100	$10,000
$75 Electronic	10	$75	$750
$50 Electronic	10	$50	$500
$25 Electronic	10	$25	$250
$10 Electronic	10	$10	$100
$5 Electronic	100	$5	$500
$25 Electronic	10	$25	$250
$50 Electronic	10	$50	$500
$10 Electronic	100	$10	$1,000
$25 Electronic	10	$25	$250

Subtotal	$14,100.00
Discount	(2%) $282.00
Payment Total	$13,818.00

Delivery — **Electronic Download**

Electronic will be availble for download once order is processed.

Payment — **Electronic Fund Transfer**

Payment for e-gift cards is accepted via Electronic Funds Transfer (EFT) or wire transfer. Payment information will be provided once your account has been approved.

Customer notes

None

☑ I agree to the e-Gift Card Terms & Conditions

☑ I agree to the Terms of Purchase

Edit Details | Submit Order

Cancel Editing

These Terms and Conditions apply to bulk purchases of gift cards ("Gift Cards") by you from Sobeys Capital Incorporated or any of its direct or indirect parents, subsidiaries or affiliates (collectively, "Sobeys Entities"). Placing an order constitutes your consent to these terms

- We retain the right to modify gift card quantities and denominations available for sale and may refuse to accept an order from a purchaser in our sole discretion.
- Gift Cards may not be resold to operators of the following reward or loyalty programs: Aeroplan; Petro Points; ESSO EXTRA Program; Desjardins Bonus Dollars Reward Program; RBC Rewards Program; TD Rewards Program.
- Discounts are applied on a per order basis, and do not cumulate among multiple orders.
- Shipping times vary, but Gift Card orders are ordinarily shipped within three business days via Xpress-post.
- All orders require complete street address for delivery and require signature for release.
- Store pickup orders are available for existing customers. Please provide store # and location.
- Gift Cards are distributed inactive. A request must be made to gc.orderdesk@sobeys.com to activate Gift Cards. Unless activated, Gift Cards cannot be used. Activation requires 1-2 business days.
- Sobeys shall not replace or be responsible for lost, damaged or stolen Gift Cards. Gift Cards should be treated like cash.

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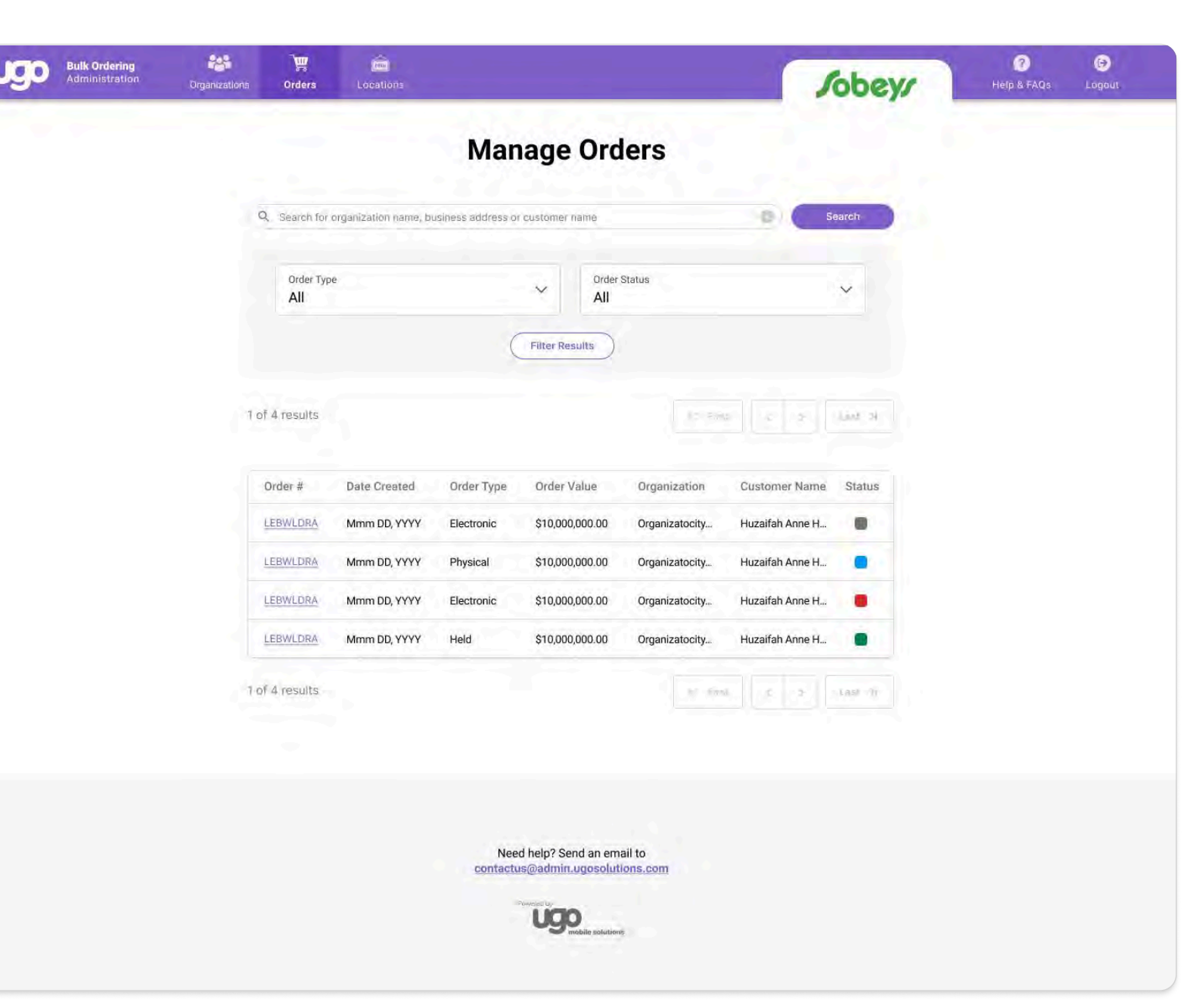
Multi Order Administration



Manage Orders

Search for organization name, business address or customer name

Search

Order Type: All | Order Status: All

Filter Results

1 of 4 results

Order #	Date Created	Order Type	Order Value	Organization	Customer Name	Status
LEBWLDRA	Mmm DD, YYYY	Electronic	$10,000,000.00	Organizatocity…	Huzaifah Anne H…	■
LEBWLDRA	Mmm DD, YYYY	Physical	$10,000,000.00	Organizatocity…	Huzaifah Anne H…	🟦
LEBWLDRA	Mmm DD, YYYY	Electronic	$10,000,000.00	Organizatocity…	Huzaifah Anne H…	🟥
LEBWLDRA	Mmm DD, YYYY	Held	$10,000,000.00	Organizatocity…	Huzaifah Anne H…	🟩

1 of 4 results

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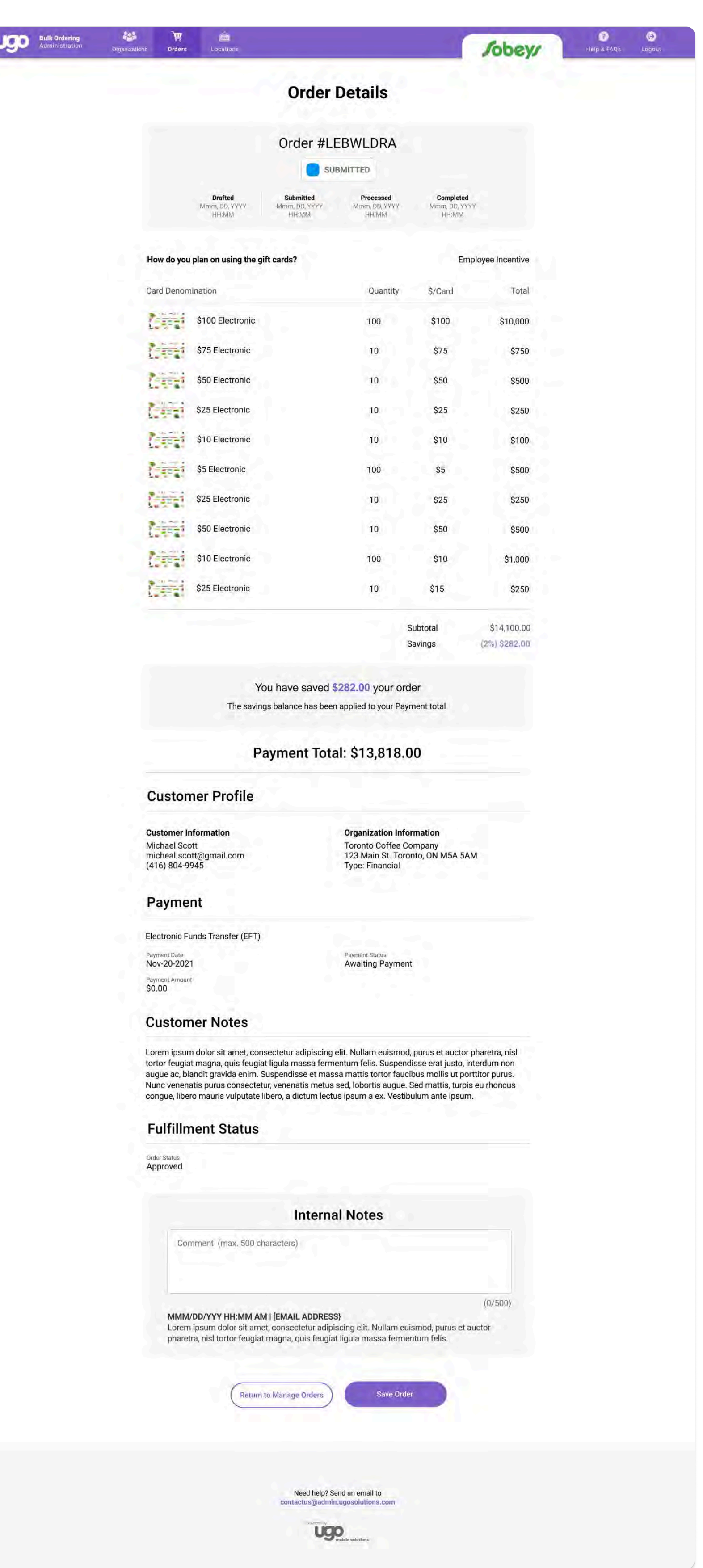
Order Details Administration



Order Details

Order #LEBWLDRA

SUBMITTED

Drafted	Submitted	Processed	Completed
Mmm, DD, YYYY HH:MM	Mmm, DD, YYYY HH:MM	Mmm, DD, YYYY HH:MM	Mmm, DD, YYYY HH:MM

How do you plan on using the gift cards? Employee Incentive

Card Denomination	Quantity	$/Card	Total
$100 Electronic	100	$100	$10,000
$75 Electronic	10	$75	$750
$50 Electronic	10	$50	$500
$25 Electronic	10	$25	$250
$10 Electronic	10	$10	$100
$5 Electronic	100	$5	$500
$25 Electronic	10	$25	$250
$50 Electronic	10	$50	$500
$10 Electronic	100	$10	$1,000
$25 Electronic	10	$15	$250

Subtotal	$14,100.00
Savings	(2%) $282.00

You have saved $282.00 your order

The savings balance has been applied to your Payment total

Payment Total: $13,818.00

Customer Profile

Customer Information
Michael Scott
micheal.scott@gmail.com
(416) 804-9945

Organization Information
Toronto Coffee Company
123 Main St. Toronto, ON M5A 5AM
Type: Financial

Payment

Electronic Funds Transfer (EFT)

Payment Date: Nov-20-2021

Payment Status: Awaiting Payment

Payment Amount: $0.00

Customer Notes

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam euismod, purus et auctor pharetra, nisl tortor feugiat magna, quis feugiat ligula massa fermentum felis. Suspendisse erat justo, interdum non augue ac, blandit gravida enim. Suspendisse et massa mattis tortor faucibus mollis ut porttitor purus. Nunc venenatis purus consectetur, venenatis metus sed, lobortis augue. Sed mattis, turpis eu rhoncus congue, libero mauris vulputate libero, a dictum lectus ipsum a ex. Vestibulum ante ipsum.

Fulfillment Status

Order Status: Approved

Internal Notes

Comment (max. 500 characters)

(0/500)

MMM/DD/YYY HH:MM AM | [EMAIL ADDRESS]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam euismod, purus et auctor pharetra, nisl tortor feugiat magna, quis feugiat ligula massa fermentum felis.

Return to Manage Orders | Save Order

Need help? Send an email to contactus@admin.ugosolutions.com

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SOBEYS INSIGHTS

While the initiative was a solid step forward—enabling Sobeys to offer digital gift cards for the first time—we didn't achieve the target adoption rate of 40–60% relative to physical cards. Through post-launch analysis, it became clear that the ordering form introduced too much friction for an online experience. The insight was straightforward: the experience needed to be simpler and more guided. That learning directly informed how we approached subsequent iterations, shifting toward clearer pathways, reduced cognitive load, and a more intuitive, step-by-step flow.

Mapping the Problems

At Sobeys, the pain points were crystal clear: no user journey, no profiles, no visibility, no validation, no guardrails, and extremely long processing times. We fixed those by introducing guided flow, structure, validation, onboarding, profiles, and clarity.

Proven Impact

Most importantly, the Sobeys project demonstrates my strength in evidence-based discovery: seeing real friction, validating through workshops, designing with clarity, and delivering measurable results. Sobeys saw a $16M revenue lift in year one and successfully onboarded users who were resistant to change — directly supporting the approach where clarity, onboarding, and reducing cognitive overload are the core issues.

Personal Takeaways

This project reinforced my ability to take a messy, high-stakes workflow and turn it into something clear, confident, and scalable by slowing the problem down and designing the right structure around it. It also reinforced a belief I've built my career on: clarity isn't a visual choice, it's a business lever—and when you reduce cognitive load and guide users properly, adoption follows.