

**A
Project Report
On
"Open Fashion"**

(IT446-Summer Internship-II)

Prepared by
Jeet Savsani (D22DIT112)

Under the Supervision of
Prof. Ritika Jani

Submitted to
Charotar University of Science & Technology (CHARUSAT)
for the Partial Fulfillment of the Requirements for the
Degree of Bachelor of Technology (B.Tech.)
in Information Technology (IT)
for 7th semester B. Tech

Submitted at



DEPARTMENT OF INFORMATION TECHNOLOGY
Devang Patel Institute of Advance Technology and Research (DEPSTAR)
Faculty of Technology & Engineering (FTE), CHARUSAT
At: Changa, Dist: Anand, Pin: 388421.
April, 2024



204, Shivalik Complex, Petlad Rd, above U.S Pizza, Shivalika Society, Nadiad,
Gujarat 387001

TRAINING-COMPLETION LETTER

This is to confirm that **SAVSANI JEET NIKUNJBHAI** has completed training for 4 weeks and during the tenure we have found him honest, intellectual and hardworking. We wish him best for further studies.

For,
Skynet Global Systems
(CEO)

Kandarp Thakkar

A handwritten signature in black ink, appearing to read 'Kandarp', written over the printed name.

DECLARATION BY THE CANDIDATE

I hereby declare that the project report entitled “**Open Fashion**” submitted by me to Devang Patel Institute of Advance Technology and Research, Changa in partial fulfillment of the requirement for the award of the degree of **B. Tech** in Information Technology, from Department of Information Technology, DEPSTAR-FTE, CHARUSAT is a record of bonafide Summer Intership II Project carried out by me under the guidance of **Ritika Jani**. I further declare that the work carried out and documented in this project report has not been submitted anywhere else either in part or in full and it is the original work, for the award of any other degree or diploma in this institute or any other institute or university.

Jeet Savsani (D22DIT112)

Department of Information Technology,
DEPSTAR-FTE, CHARUSAT-Changa.



CHARUSAT
CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY

CERTIFICATE

This is to certify that the report entitled “Open Fashion” is a bonafide work carried out by **Mr. Jeet Savsani N** under the guidance and supervision of **Prof. Ritika Jani** for the subject **IT446 Summer Internship-II** of 7th Semester of Bachelor of Technology in **Department of Information Technology, DEPSTAR** at Faculty of Technology & Engineering – CHARUSAT, Gujarat.

To the best of my knowledge and belief, this work embodies the work of candidate himself, has duly been completed, and fulfills the requirement of the ordinance relating to the B.Tech. Degree of the University and is up to the standard in respect of content, presentation and language for being referred to the examiner.

Prof. Ritika Jani
Assistant Professor
Department of Information Technology
DEPSTAR, CHARUSAT, Changa, Gujarat.

Mr. Nikhli Dabgar
Web Developer
Skynet Global Systems

Dr. Amit J. Nayak
Head of Department
Department of Information Technology
DEPSTAR, CHARUSAT, Changa, Gujarat

Dr. Amit J. Nayak
Head of Department,
DEPSTAR CHARUSAT,
Changa, Gujarat.

Devang Patel Institute of Advance Technology And Research At: Changa, Ta. Petlad, Dist. Anand, PIN: 388 421, Gujarat

ABSTRACT

During my internship from May 6, 2024, to June 30, 2024, I designed the "Open Fashion" app in Figma, focusing on providing a premium shopping experience for luxury brand clothes, accessories, beauty products, jewelry, and shoes. The app categorizes items by gender and age and includes features like brand comparisons, seasonal collections, and a blog for brand updates, sales, and discounts. Each product page is detailed with multiple images, ratings, and customer reviews to assist in purchase decisions. The design process involved research, wireframing, high-fidelity design, user testing, and iterative refinements, ensuring a cohesive and visually appealing user experience. This project highlights my ability to blend luxury aesthetics with user-friendly design, catering to the high standards of premium brand consumers.

ACKNOWLEDGEMENT

"Completing any task requires support, guidance, and appreciation. I extend my heartfelt gratitude to the many individuals who directly or indirectly contributed to this project, offering invaluable cooperation. I want to specially thank my Internal Guide, Prof. Ritika Jani, and the faculty members of Information Technology at Charusat University of Science and Technology for their consistent guidance, steering me in the right direction throughout this endeavour. I also express my appreciation to the faculty members of Devang Patel Institute of Science and Technology (DEPSTAR) and my colleagues for their valuable contributions. Lastly, my deepest thanks go to my family and friends for their unwavering support.

Thank You,

Jeet Savsani"

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CHAPTER – 1 INTRODUCTION

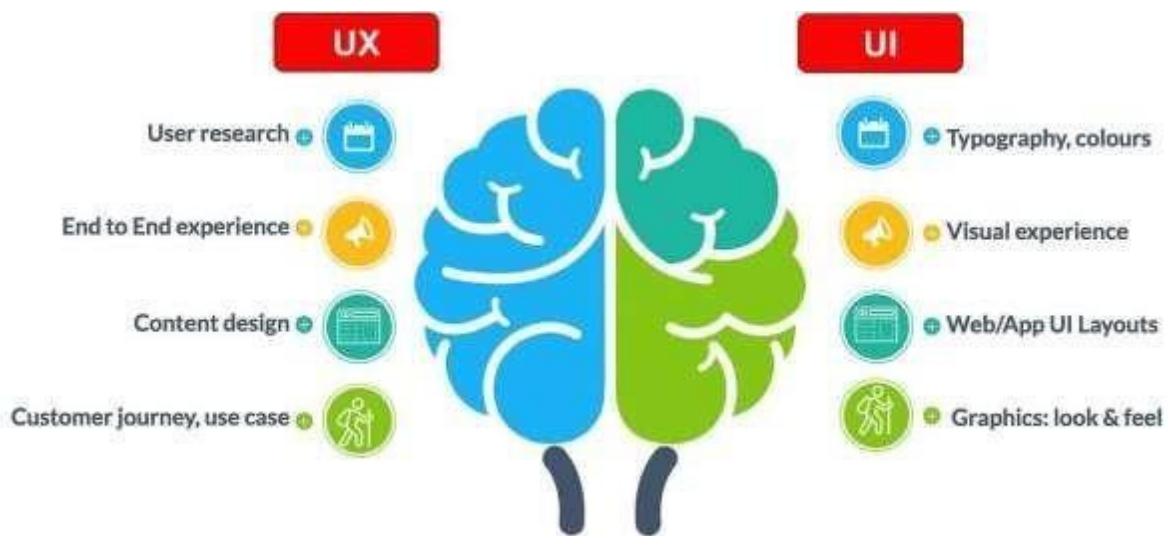
1.1 WHAT IS UI/UX DESIGN?

UI/UX design refers to the process of creating visually appealing and user-friendly interfaces for digital products. It involves understanding user needs and preferences to enhance the overall user experience. UI design focuses on the visual elements, while UX design focuses on the overall user satisfaction and usability. The combination of UI and UX design aims to create engaging and intuitive digital experiences for users.

1.2 DIFFERENCE BETWEEN UI AND UX DESIGN

UI (User Interface) design and UX (User Experience) design are two essential components of creating a successful digital product. UI design focuses on the visual aspects of the interface, including the layout, colors, typography, and interactive elements. It aims to create an attractive and visually appealing design that captures the user's attention and provides a seamless and intuitive interaction.

UX design encompasses a broader scope, considering the overall experience of the user. It involves understanding the user's needs, goals, and behaviours to design a product that is not only visually appealing but also easy to use, efficient, and enjoyable. UX designers conduct user research, create user personas, develop user flows, and design wireframes and prototypes to ensure a smooth and meaningful user experience.



while UI design focuses on the visual and interactive elements, UX design takes a holistic approach, considering the user's entire journey and aiming to create a satisfying and delightful experience. Both UI and UX design are crucial in creating a successful digital product that meets the needs of the users and achieves the goals of the business.

1.3 UI/UX DESIGNER

1.3.1 Role of UI/UX Designer

UI/UX designers play a crucial role in creating meaningful and user-centred experiences. They combine elements of both UI (User Interface) and UX (User Experience) design to achieve this goal. Their responsibilities include:

- **User Research:**
 - Conducting in-depth user research to understand the target audience, their needs, preferences, and pain points, which guides the design process.
- **Wireframing:**
 - Creating wireframes that outline the layout, structure, and flow of the user interface, ensuring optimal usability and user experience.
- **Prototyping:**
 - Building interactive prototypes to test and validate design concepts before implementation, enabling iterative improvements.
- **Visual Design:**
 - Developing visually appealing interfaces with attention to color schemes, typography, and graphics that align with the brand's identity.
- **Interaction Design:**
 - Designing intuitive interactions and animations to enhance user engagement and create seamless experiences.
- **Usability Testing:**
 - Conducting usability tests to gather feedback from users and identify areas for improvement in the design.

- Collaborating with Developers:
 - Working closely with development teams to ensure the successful implementation of the designed interfaces.
- Accessibility:
 - Ensuring that the user interface is accessible to all users, including those with disabilities, through compliance with accessibility standards.
- Continuous Learning:
 - Staying updated with the latest design trends, tools, and technologies to deliver cutting-edge user experiences.
- User-Centric Approach:
 - Keeping the user at the centre of the design process and making design decisions based on user needs and preferences.
- Data Analysis:
 - Analysing user data and feedback to make data-driven design decisions and optimize user experiences.
- Cross-Platform Design:
 - Creating responsive designs that provide a consistent and seamless experience across various devices and screen sizes.

CHAPTER – 2 TOOLS & TECHNOLOGY

2.1 TOOLS FOR UI/UX DESIGN

- **Figma:**
A collaborative design tool that allows real-time collaboration and prototyping.
- **Adobe XD:**
A powerful vector-based design tool with interactive prototyping capabilities.
- **Adobe Photoshop:**
Widely used for graphic design, including image editing and creating visual elements.
- **Adobe Illustrator:**
A vector graphics editor used for creating icons, illustrations, and graphics.

2.2 TECHNOLOGIES

- **Responsive Design:**
Creating designs that adapt to various screen sizes and devices.
- **Mobile App Development:**
Designing user interfaces for iOS, Android, and other mobile platforms.
- **Web Technologies:**
Utilizing HTML, CSS, and JavaScript to build interactive web interfaces.
- **Animation:**
Incorporating animations and micro-interactions to enhance user experiences.
- **User Testing Software:**
Using software tools to conduct usability testing and gather user feedback.
- **Design Systems:**
Implementing design systems to maintain consistency and scalability in design projects.

CHAPTER – 3 SOFTWARE & HARDWARE REQUIREMENTS

3.1 SOFTWARE USED (FIGMA)

3.1.1 About Figma:

Figma is a cloud-based design tool used in UI/UX design and prototyping, known for its real-time collaboration, vector editing, interactive prototyping, and design system capabilities, making it a popular choice among designers for efficient and collaborative design projects.

3.1.2 Why Figma?

- ✓ Real-time collaboration: Figma allows multiple team members to work simultaneously on the same design project, fostering seamless collaboration and reducing time delays.
- ✓ Cloud-based platform: Being cloud-based, Figma enables designers to access their projects from anywhere with an internet connection, eliminating the need for local software installations and ensuring easy project sharing.
- ✓ Cross-platform compatibility: Figma works on both Windows and macOS systems, providing a consistent user experience regardless of the operating system.
- ✓ Version history and prototyping: Figma offers version control, allowing designers to track changes and revert to previous versions if needed. It also supports interactive prototyping to create interactive and realistic design experiences.

3.2 HARDWARE REQUIREMENTS

- ✓ Computer: Intel Core i5 or equivalent processor
- ✓ RAM: 8 GB RAM or more
- ✓ Monitor: High-resolution display for accurate visual representation
- ✓ Input Devices: Mouse and keyboard for standard design inputs and a graphictablet (optional)
- ✓ Storage: 256 GB SSD or higher

CHAPTER – 4 ABOUT PROJECT

4.1 ABOUT STOCKIFY

The "Open Fashion" app, designed during my internship from May 6, 2024, to June 30, 2024, provides a premium shopping experience for luxury brand clothes, accessories, beauty products, jewelry, and shoes. Categorized by gender and age, the app features brand comparisons, seasonal collections, and a blog for brand updates and sales. Detailed product pages include high-quality images, ratings, and customer reviews to aid purchasing decisions. Developed in Figma, the design process involved research, wireframing, high-fidelity design, user testing, and iterative refinements, ensuring a cohesive and visually appealing user experience for brands like Chanel, Gucci, Prada, Dior, and more.

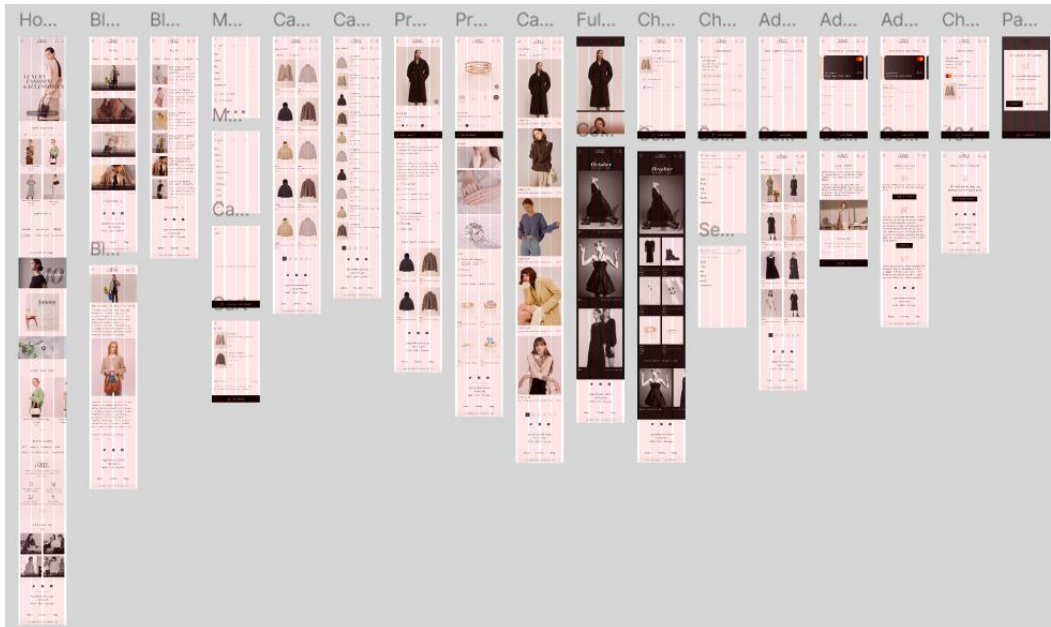
4.2 UI/UX DESIGN PROCESS

- ✓ Research and Analysis
- ✓ Requirements Gathering
- ✓ Wireframing
- ✓ Prototyping
- ✓ Visual Design
- ✓ User Interface Design
- ✓ Usability Testing
- ✓ Feedback and Iteration
- ✓ Collaboration with Developers
- ✓ Quality Assurance
- ✓ Deployment and User Adoption
- ✓ Continuous Improvement

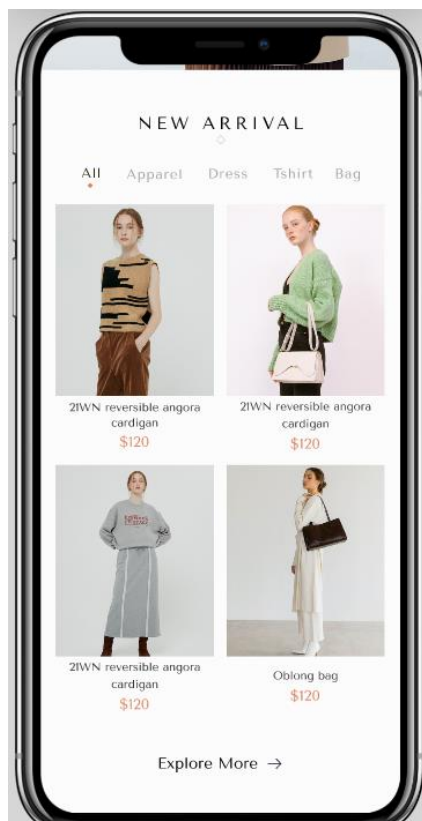
CHAPTER-5

IMPLEMENTATION

5.1 Overview

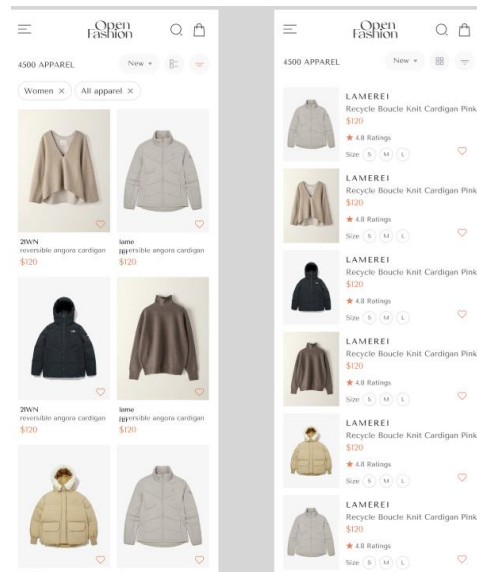


5.2 Preview

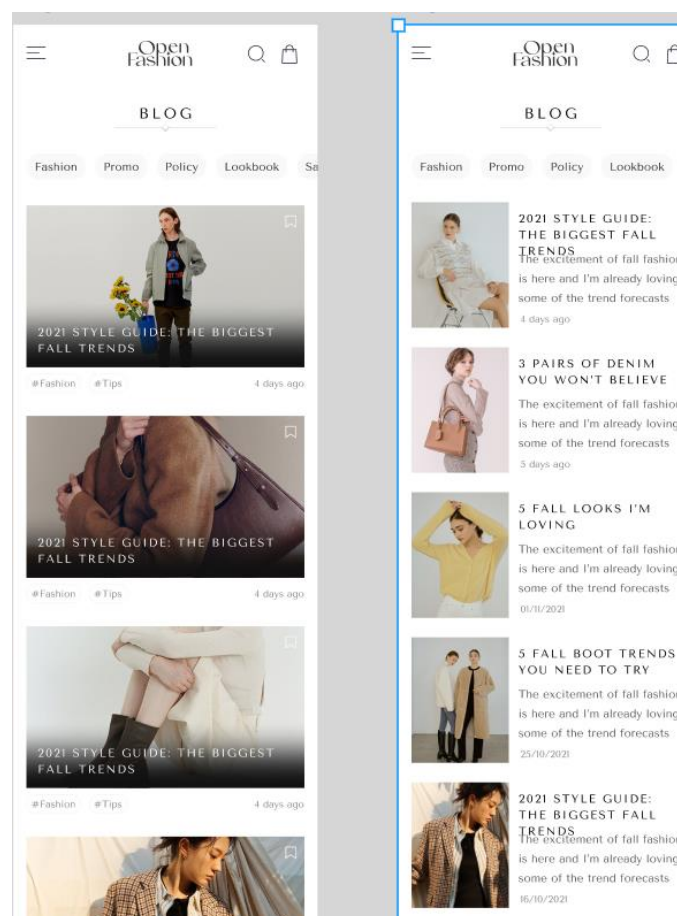


5.3

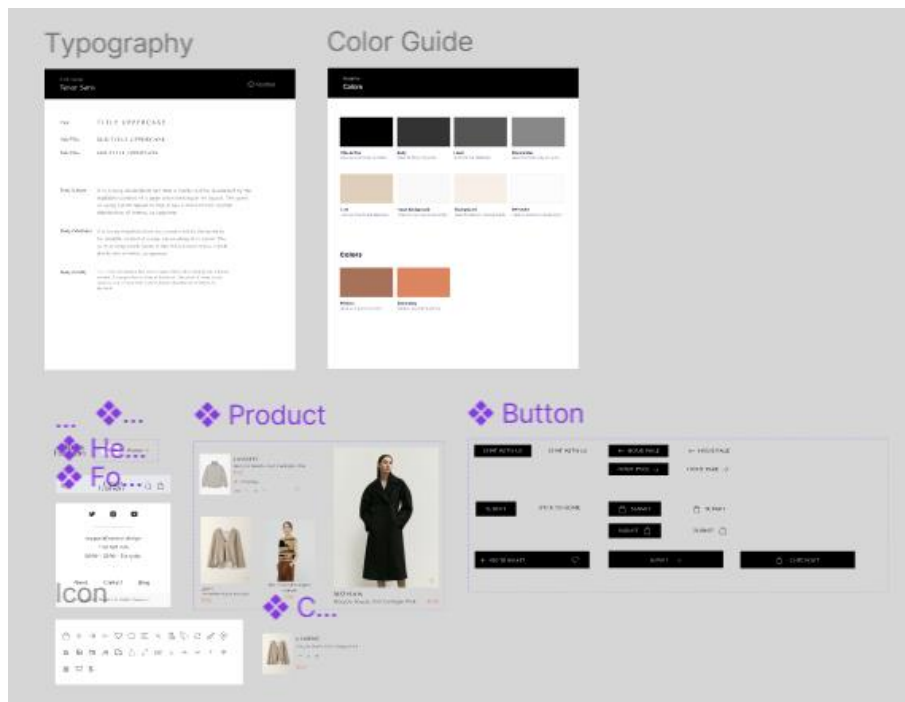
5.3 Interface



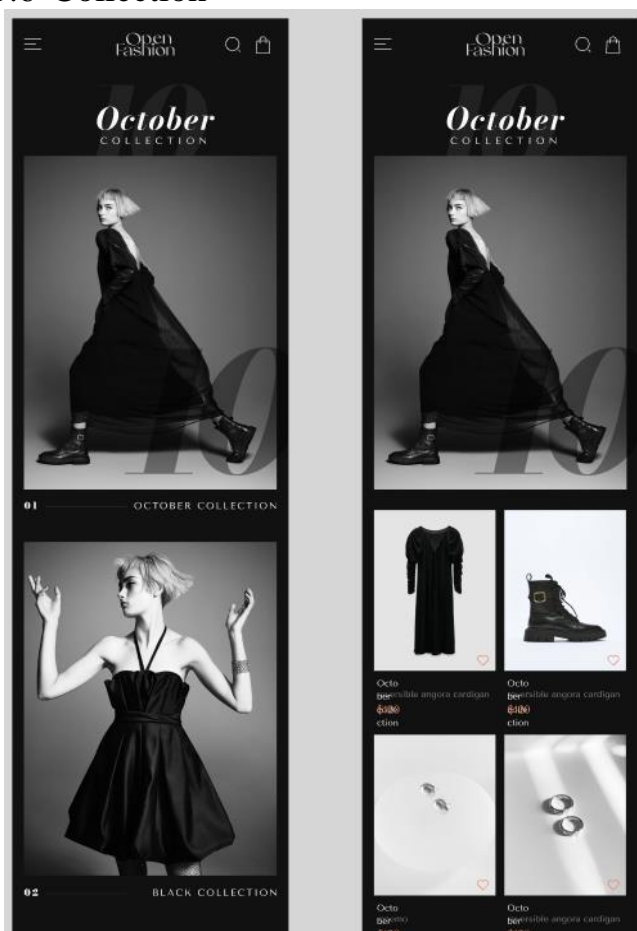
5.4 Blog



5.5 Format & Typography



5.6 Collection



5.7 Styles

Text styles

Ag Title · 18/40

Ag Price · 15/24

Ag Body-M · 14/24

Ag Sub-Title 14px · 14/20

Ag Body-S · 12/18

Ag Body-L · 16/24

Ag Sub-Title 16px · 16/24

Color styles

▸ GrayScale

▸ Primary

Effect styles

○ shadow

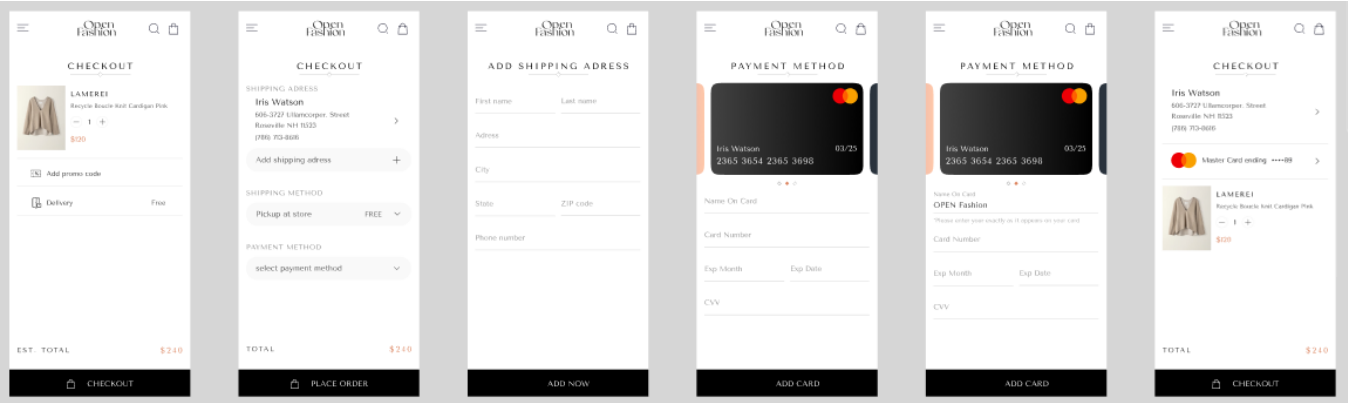
Grid styles



5.8 Menu



5.9 Checkout



CHAPTER – 6 LIMITATIONS

6.1 Limitations of the Project

- **Limited Brand Scope:** The app focuses exclusively on high-end luxury brands, potentially alienating users interested in more affordable fashion options.
- **High Maintenance Requirements: Regular updates are needed to keep the blog and product listings current,** which can be resource-intensive.
- **Market Niche:** Targeting only premium brands limits the user base to those who can afford luxury items, reducing potential market reach.
- **Dependence on Brand Cooperation:** The app relies heavily on cooperation from luxury brands for accurate and up-to-date information, which may not always be forthcoming.
- **High Competition:** The luxury fashion market is highly competitive, and the app must continuously innovate to stand out against established platforms.
- **Complex Design Implementation:** Ensuring a seamless and visually appealing user experience for premium brands requires meticulous design and development efforts.
- **User Reviews and Ratings:** The accuracy and authenticity of user reviews and ratings can be challenging to maintain, affecting the credibility of product information.
- **Data Privacy:** Handling personal and purchase data of users requires stringent data privacy measures, increasing the complexity of app management.
- **Internet Dependency:** The app requires a stable internet connection for optimal performance, which may limit usability in areas with poor connectivity.
- **High User Expectations:** Users of luxury brand apps have high expectations for both design and functionality, necessitating continuous improvements and **updates** to meet these standards.

CHAPTER – 7 FUTURE SCOPE & WHAT I HAVE LEARNED

1.1 Future Scope

- **Expansion of Brand Catalog:** Including mid-range and emerging fashion brands can broaden the user base and cater to a wider audience.
- **Personalized Recommendations:** Implementing advanced AI algorithms to provide personalized product recommendations based on user preferences and browsing history.
- **Enhanced User Engagement:** Introducing interactive features such as virtual try-ons, live fashion shows, and influencer collaborations to increase user engagement and retention.
- **Global Market Reach:** Expanding the app's reach to international markets by supporting multiple languages and currencies.
- **Integration with AR/VR:** Utilizing augmented reality (AR) and virtual reality (VR) technologies to offer virtual fitting rooms and immersive shopping experiences.
- **Sustainable Fashion Initiatives:** Partnering with brands that emphasize sustainability and eco-friendly practices, appealing to environmentally conscious consumers.
- **User-Generated Content:** Allowing users to share their own fashion looks and reviews, creating a community-driven platform.
- **In-App Purchases and Secure Payments:** Enhancing the app's e-commerce capabilities by integrating secure payment gateways and providing in-app purchasing options.
- **Collaborations with Fashion Influencers:** Collaborating with fashion influencers and bloggers to create exclusive collections and content, driving more traffic to the app.

- **Enhanced Analytics:** Utilizing advanced analytics to track user behavior, preferences, and trends, enabling more informed business decisions and targeted marketing strategies.
- **Subscription Models:** Introducing premium subscription models offering exclusive access to new collections, early sales, and special discounts.
- **Customer Support:** Implementing 24/7 customer support and chatbots to assist users with their queries and enhance the overall shopping experience.
- **Sustainable Packaging Options:** Offering options for sustainable and eco-friendly packaging to align with growing consumer demand for sustainability.
- **Virtual Wardrobe Management:** Providing users with a virtual wardrobe feature to organize and manage their purchases and create outfits.
- **Social Media Integration:** Enabling seamless integration with social media platforms for easy sharing of favorite products and purchases

CHAPTER – 8 CONCLUSION

- The "Open Fashion" app, designed during my internship, successfully provides a comprehensive and luxurious shopping experience for high-end fashion enthusiasts. With features like brand comparisons, seasonal collections, detailed product pages, and a dedicated blog, the app offers a user-friendly and visually appealing platform for purchasing premium brand clothes, accessories, beauty products, jewelry, and shoes.
- Despite some limitations, such as a narrow market focus and high maintenance requirements, the app has significant potential for future growth. By expanding the brand catalog, integrating advanced technologies, enhancing user engagement, and exploring sustainable practices, "Open Fashion" can cater to a broader audience and stay ahead in the competitive luxury fashion market.
- This project not only showcases my ability to design sophisticated user interfaces but also highlights the importance of continuous innovation and adaptation in meeting the evolving needs of users. The experience gained from this project will undoubtedly contribute to my future endeavors in UI/UX design and development.

CHAPTER – 9 REFERENCES

- <https://www.behance.net/>
- <https://dribbble.com/>
- <https://www.youtube.com/>