

Sneakers - - Ultimate Sneaker Marketplce

Sneakers is an e-commerce website dedicated to the buying and selling of sneakers. The website creates a marketplace-like environment where users can browse, purchase, and sell sneakers, as well as place bids on rare or limited-edition shoes. It aims to provide a seamless shopping experience for sneaker enthusiasts and offers easy access to the latest sneaker drops. The site features dedicated sections for men’s, women’s sneakers, along with a marketplace page for peer-to-peer transactions. The site is designed to be user-friendly, visually appealing, and efficient, with modern design principles integrated throughout.

Target Audience includes:

- **Sneakerheads:** Individuals who are passionate about collecting rare, limited-edition, or high-demand sneakers.
- **Casual Buyers:** People looking for stylish, comfortable, and trendy footwear for daily wear.
- **Resellers:** Users who want to buy and sell sneakers efficiently within a marketplace, often capitalizing on market trends and sneaker scarcity

Home Page:

- **Low-Fidelity:**

A basic sketch of the layout, including a navigation bar with links to various sections like Men, Women, and Marketplace.

Below the navigation bar, there’s a slider section for featured content, with automatic and manual controls. A Most Popular section is shown with a basic layout of best-selling shoes using a simple grid or list format. The footer includes essential links like contact info, terms, and privacy policy.

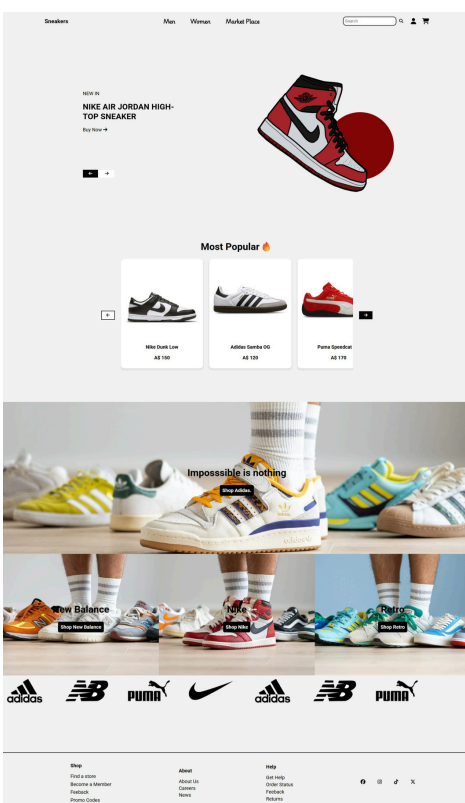
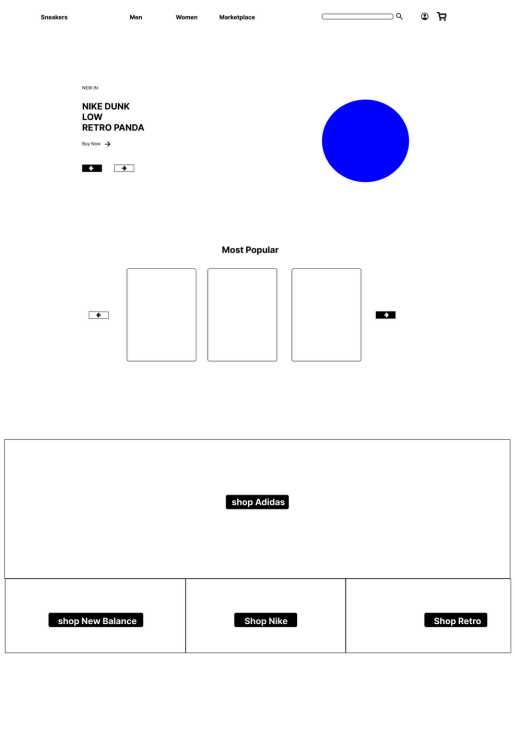
- **High-Fidelity:**

Fully designed, with actual images and colors. The slider now includes smooth transitions and controls for users to browse through.

Product images in the Most Popular section are high-quality, with buttons like "Buy Now" and clear product labels.

The layout is clean and organized, with modern typography and a more polished feel to the page.

The footer is styled with subtle lines and additional links like social media icons.



Cart:

- **Low-Fidelity:**

The Cart page simply lists product names, quantities, and a delete button.

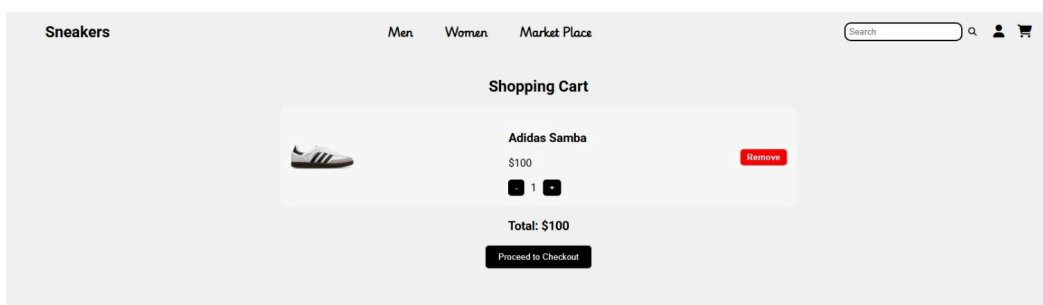
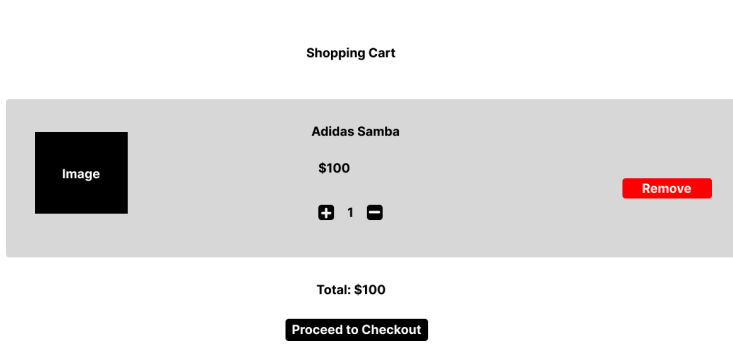
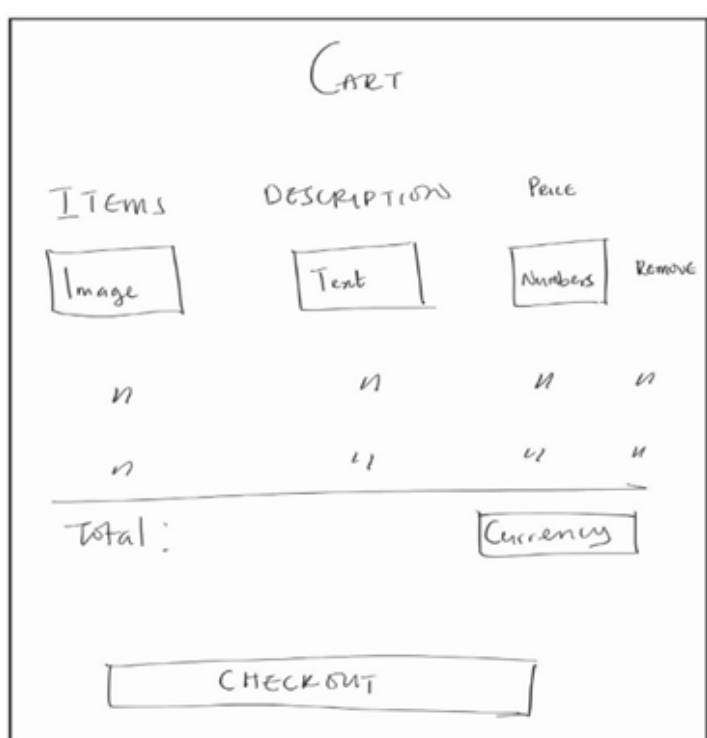
The Total Cost section is basic, just showing a placeholder for the total price.

- **High-Fidelity:**

The Cart page includes actual product images, a clear breakdown of quantities, prices, and options to adjust the number of items.

The Total Cost is dynamically calculated, and a Checkout button is included, styled to stand out.

The layout is clean and organized, and interactive features like the remove button.



Men's Page:

- **Low-Fidelity:**

The page contains a carousel at the top for displaying different models and styles of shoes, with simple text descriptions next to each image.

The Shoes of the Week section is just a list with placeholders for shoes, including minimal text.

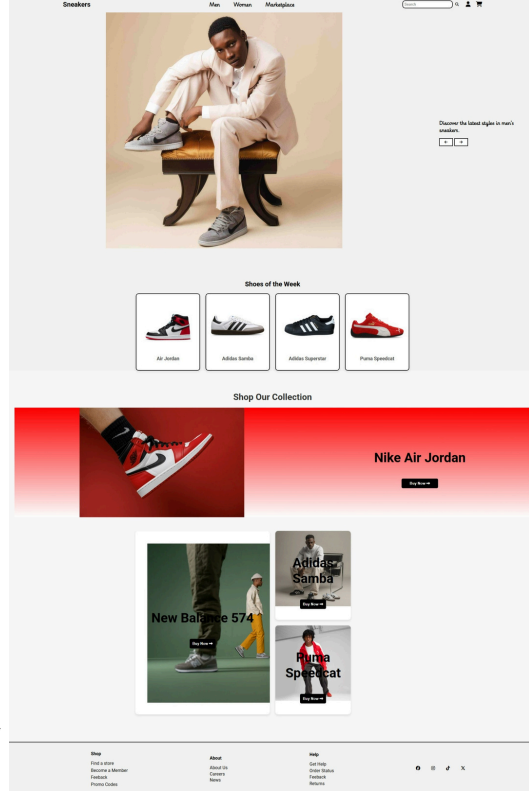
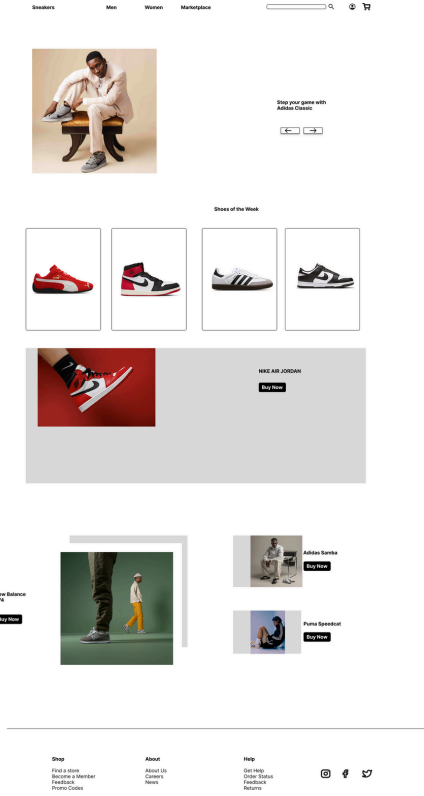
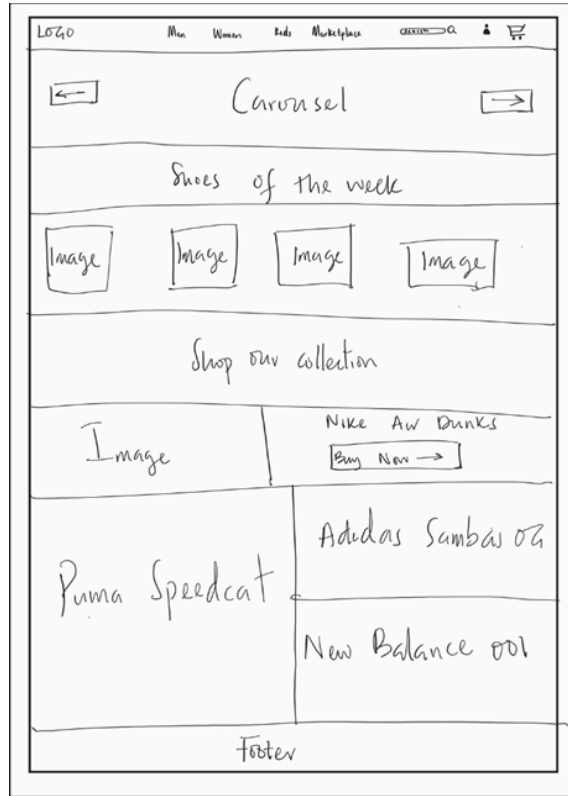
The Collection section is designed to show product categories, but it's represented with boxes or placeholders.

- **High-Fidelity:**

The carousel is fully interactive, with buttons positioned beside the text descriptions for smoother navigation, following Nielsen's usability heuristics.

The Shoes of the Week section features actual product images, a clean layout with concise descriptions.

The Collection section shows the latest stock with high-quality images, and the product names are easy to read with properly aligned buttons.



Market place;

- **Low-Fidelity:**

The Marketplace page includes dropdown filters for Brand, Size, and Price but in a basic form, represented with boxes or text labels.

The Bidding Section shows placeholders for auctioned items, and the Top Selling section lists products by name with minimal information.

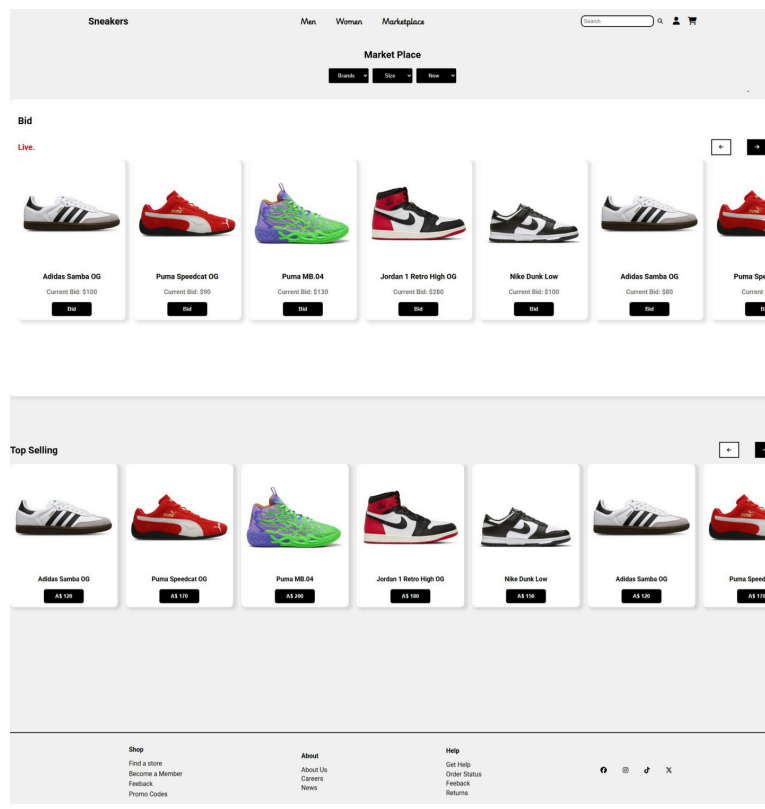
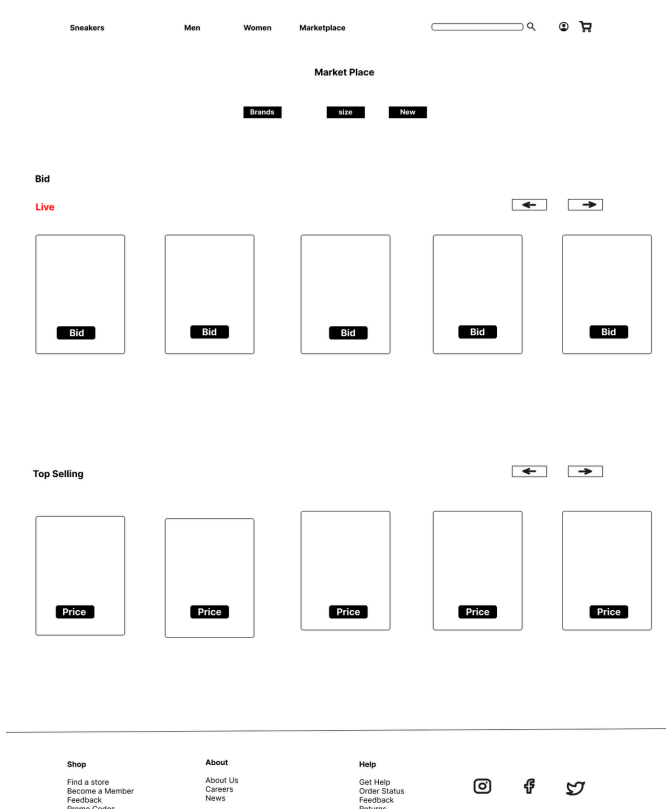
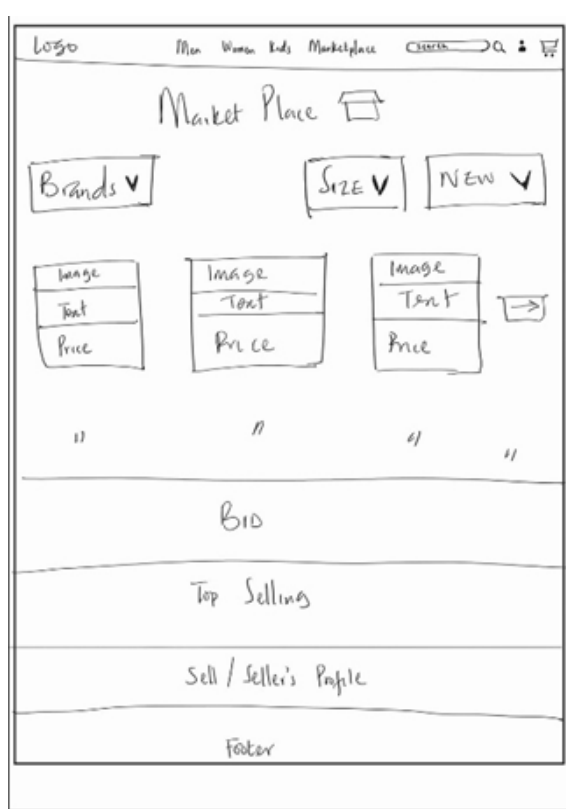
A Seller Reviews section is included, but the functionality is not fully defined.

- **High-Fidelity:**

The filters are dropdown menus that refine the search results with smooth transitions.

The Bidding Section displays live updates on auctioned sneakers, with each item showing real-time data.

The Top Selling section and seller's profile was removed in the high-fidelity to create a more neat and clean layout.



Women's Page

- **Low-Fidelity:**

The page layout consists of a video section promoting the latest collection at the top.

Below the video, the Latest Collection section is shown, with simple image placeholders for products, and a "Buy Now" button.

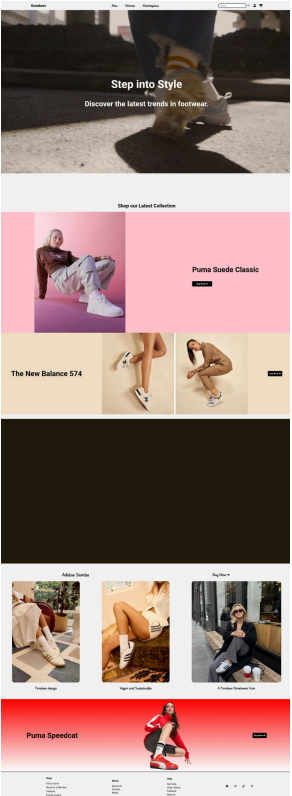
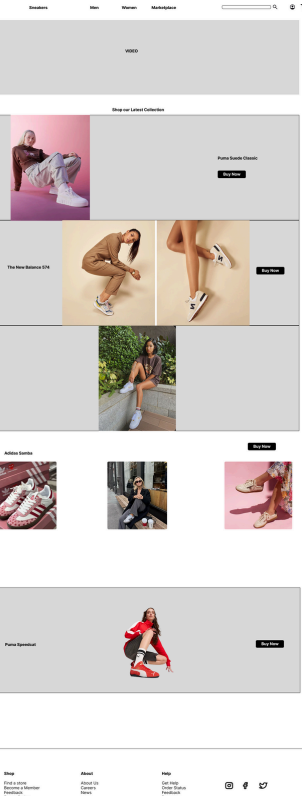
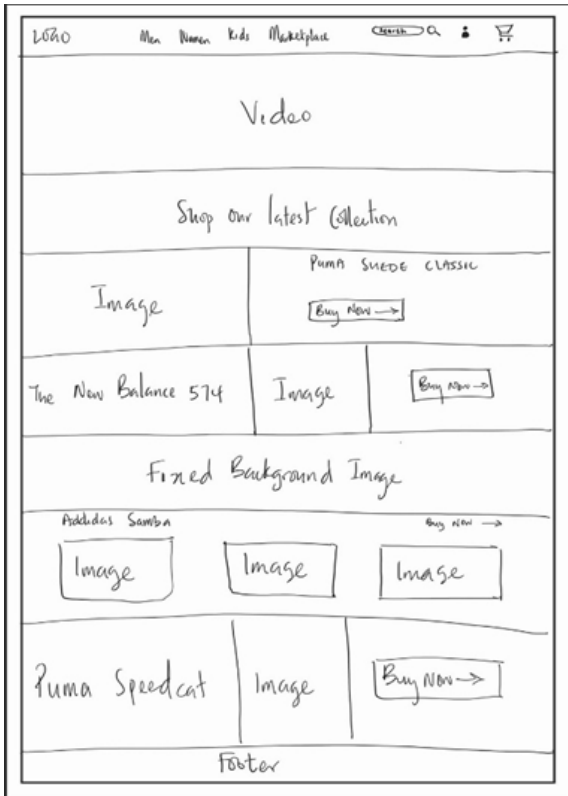
Basic arrangement of product categories without actual images, just text and simple box designs.

- **High-Fidelity:**

The promotional video is in full color and plays automatically, giving a lively and engaging feel to the page.

The Latest Collection section features images of shoes with a consistent background, and the Buy Now buttons are interactive.

The product images are high quality, and each section is aligned neatly.



Sign In Page:

- **Low-Fidelity:**

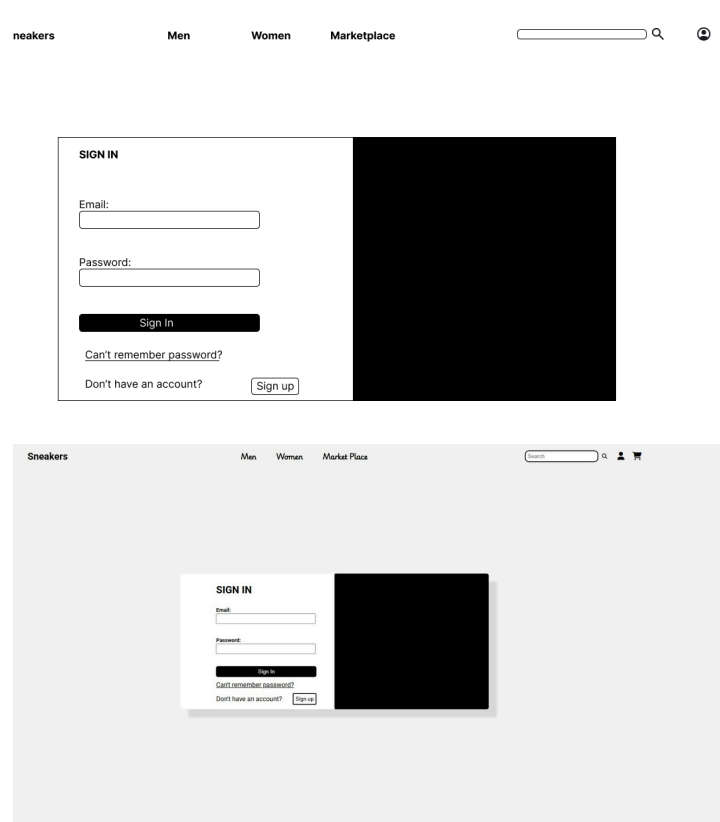
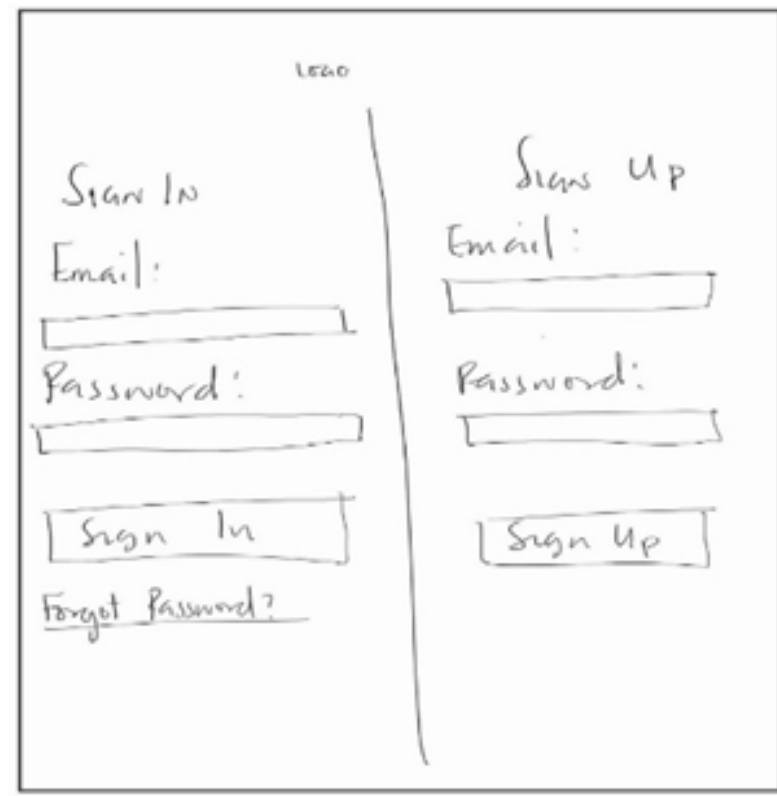
The Sign-In/Sign-Up forms are shown side by side with simple text fields for entering email and password.

The form transitions from sign-in to sign-up by showing and hiding sections, represented with basic boxes.

- **High-Fidelity:**

The Sign-In/Sign-Up forms are styled with clear input fields, icons, and modern typography.

The transitions between the forms are animated, and the buttons are interactive (e.g., "Sign Up" switches to the sign-in form and vice versa).



Future Improvements

- **Personalized Recommendations:**

Using machine learning to suggest products based on browsing history.

- **Enhanced Search Functionality:**

Adding filters like color, style, and release date.

- **Customer Reviews and Ratings:**

Implementing an interactive review system to help users make informed decisions.

- **User Profile Customization:**

Allowing users to save favorites, track wish lists, and set up product drop alerts.

Lessons Learned (Reflection)

1. **Balancing Aesthetics and Usability:**

- o One of the biggest challenges was finding the right balance between a visually appealing design and a user-friendly interface. While it's tempting to make everything look visually striking, the key was ensuring that all elements—such as buttons, sliders, and images—are intuitive and easy to navigate.
- o I learned the importance of clear visual hierarchy. Simple elements like font size, spacing, and button positioning can significantly impact user experience.

2. **Prototyping and Iteration:**

- o The iterative process of moving from low-fidelity sketches to high-fidelity prototypes helped me refine the overall flow of the website. I learned that early-stage prototypes are vital for quickly testing ideas and catching any usability issues before committing to final designs.
- o I also realized that user feedback during the prototyping phase is invaluable. Small adjustments in layout or interaction, based on testing, can significantly improve the final product.

3. **E-commerce Features:**

- o Incorporating marketplace features like bidding, buying, and selling added a layer of complexity to the design and functionality. I learned the importance of clear communication regarding transaction processes to avoid confusion. Implementing real-time features, such as live auction updates, highlighted the need for efficient back-end systems to support smooth and fast updates.

4. **Simplicity in Design:**

- o I learned that less is often more when it comes to design. Initially, I tried to incorporate many complex elements, but simplifying the design, especially on pages like the cart and homepage, improved the user experience. Clear, minimal designs not only make the site visually appealing but also make it easier for users to focus on what matters—browsing and buying products.

5. **Prioritizing User Experience (UX):**

- o Through this project, I realized that focusing on the user's journey from start to finish is paramount. Whether it's making sure users can easily find products, simplifying the checkout process, or offering easy navigation between pages, the overall user experience must be seamless. The importance of testing and refining UX design became clearer as the project progressed.

Through these lessons, I've gained a deeper understanding of the design and development process, especially in the context of an e-commerce platform, and the balance needed between aesthetics, functionality, and user experience.

References

Images:

- Men's Nike | Foot Locker Australia. (2025). Footlocker.com.au. <https://www.footlocker.com.au/en/category/mens/nike>
- Men's Jordan | Foot Locker Australia. (2025). Footlocker.com.au. <https://www.footlocker.com.au/en/category/mens/jordan.html?currentPage=3>
- 7 Best New Balance Sneakers, 100+ Shoes Tested in 2023. (n.d.). Athletic Shoe Reviews. <https://runrepeat.com/guides/best-new-balance-sneakers>
- 7 Best Sneakers in 2024. (2024, October 17). RunRepeat - Athletic Shoe Reviews; RunRepeat.com. <https://runrepeat.com/guides/best-sneakers>
- 7 Best Retro Sneakers. (2024, August 18). RunRepeat - Athletic Shoe Reviews; RunRepeat.com. <https://runrepeat.com/guides/best-retro-sneakers>
- Page 3 | Shoe Model Images - Free Download on Freepik. (2022). Freepik. <https://www.freepik.com/free-photos-vectors/shoe-model/3#uid=8b3e0de4-cdb3-4238-8fe7-bffca1f19390>
- Page 2 | Shoe Model Images - Free Download on Freepik. (2022). Freepik. <https://www.freepik.com/free-photos-vectors/shoe-model/2#uid=ea4d5dfa-6ae8-4f48-b8c0-d0f5e8dfc787>
- Shoe Model Images - Free Download on Freepik. (2025). Freepik. <https://www.freepik.com/free-photos-vectors/shoe-model>
- Red and White Stylish Sneakers - Unlimited Download. cleanpng.com. (2024). Cleanpng.com. <https://www.cleanpng.com/png-red-and-white-high-top-sneaker-8235713/download-png.html>
- CleanPNG - HD png images and illustrations. Free unlimited download. - CleanPNG. (2025). Cleanpng.com. <https://www.cleanpng.com/png-nike-shoes-air-jordan-just-do-it-beautiful-shoe-ni-8033755/download-png.htm>
- Nike Air Dunk High Orange Shoe Vector Illustration Clipart, Orange Clipart, Air Clipart, Shoe Clipart PNG and Vector with Transparent Background for Free Download. (2023). Pngtree. https://pngtree.com/freepng/nike-air-dunk-high-orange-shoe-vector-illustration-clipart_12255994.html
- Icons: the, F. (2025). Find the Perfect Icon for Your Project | Font Awesome. Fontawesome.com; Find the Perfect Icon for Your Project | Font Awesome. <https://fontawesome.com/search?q=twitter&o=r>
- Logos: Puma Brand Logo - Unlimited Download. cleanpng.com. (2024). Cleanpng.com. <https://www.cleanpng.com/png-puma-brand-logo-8352512/download-png.html>
- New Balance Logo - Unlimited Download. cleanpng.com. (2024). Cleanpng.com. https://www.cleanpng.com/png-t-shirt-new-balance-sneakers-logo-clothing-newbala-5260287/download-png.html#google_vignette
- Black Adidas Logo Design - Unlimited Download. cleanpng.com. (2024). Cleanpng.com. <https://www.cleanpng.com/png-logo-brand-adidas-shoe-shop-adidas-shoe-shop-218-6404880/download-png.html>
- Simple Black Nike Logo Design - Unlimited Download. cleanpng.com. (2024). Cleanpng.com. <https://www.cleanpng.com/png-red-nike-logo-for-sportswear-brand-8333488/download-png.html>