Customer background

Industry: e-Commerce

Aitush is a handcrafted leather bag company, they are putting a lot of attention and care on each item. These bags will please both male and female with his neutral colors and unisex pattern. The main idea of founders were to bring back to life the old bries cases.

Then I went to the Flow mapp and according to my sketch, built workflow. It is very useful step of UX design- which helps to avoid mistakes and you always can come to add and correct scheme of your future product.

Team:

1. Aigerim, *Founder, Aitush*
2. Azamat *Web developer*
3. Jacob *Content Writer*
4. Aigerim Tashmatova- *UI/UX Designer*

Problem

The need website which will Increase online selling, simplify the order form and process. Goal Centred design with solving users tasks. No need for Sign up users.

Solution

Our design and development team is working closely with each other in order to develop an innovative idea into fully-functional scalable marketplace web design.

We have just started with which I would like call it 'Phase I' and currently UI UX designer making case study for the project and sketchnoting of fully-functional web application as an online marketplace for customers to post by ibags and complete purchase.

1. I will simplify UX design for purchasing and rid of 2 more steps that we usually going through on other websites.
2. UI design will be calm, bright, I will use beige, grey, white pallettes for contrasting
   1.

Here my Low fidelity prototyping for eCommerce at Proto.oi.
I will add high fidelity prototype really soon.

Try Hi-Fi Prototyping - click here
Watch Hi-Fi Prototyping click here

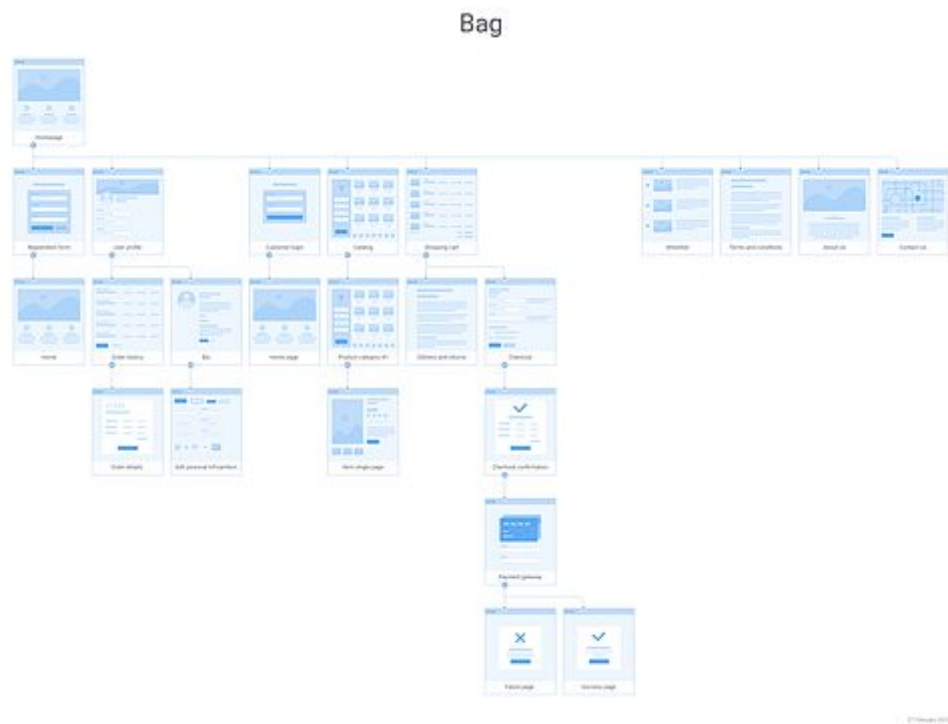# Tool used to create the web and mobile application:

- User front end: A mobile optimized user interface built in HTML-CSS- JS- React and React Native
- Back-end: MongoDB and Firebase
- Hosting on Somewhere
- Both of the user have an account- which can be access by Social media accounts: Facebook, Linkedin, Twitter, Google +
- Visual Studio Code
- Postman

- Balsamiq
- Genymotion
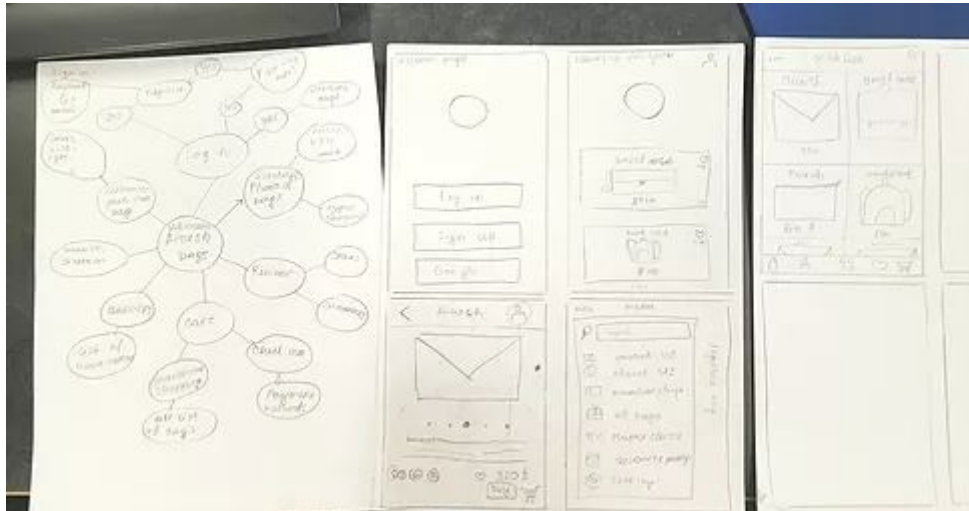- Adobe PS, AI, XD (Figma)

UI Design suggestions:

- Typeface- Sansetion Light, Roboto Condenmedium and regular - I will contrast them with colour and sizes, kerning and Upper and Lower cases.
- Color- Logo will be cold pallets, still in progress. UI design of the pages will be grey, white and CTA button more emphasized with brighter colours.

Earlier Wireframes:

Bag

Features

Sketch Nothing of Freelancer's profile view

Business Goals & Objectives

Increase sales
Build strong branding through website

Label   Label

Brief case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce convallis pellentesque metus id lacinia.

QTY

320$ Buy

Home   Messages

Brief case

Placeholder

320$

Backback

Placeholder