Discover Your Signature Look
Shop Now!
Serene
MEMBERSHIP
REWARDS
20% OFF

Shein

"Style is the language you speak without words."

Project Overview

Shein is a global fast fashion e-commerce platform known for its ultra-fast design-to-market cycles, affordable prices, and massive inventory, targeting mainly young, trend-driven customers.

Shein uses a digital-only approach, leveraging AI, social media, and data-driven mechanisms to respond to fashion trends and customer preferences faster than its competitors.

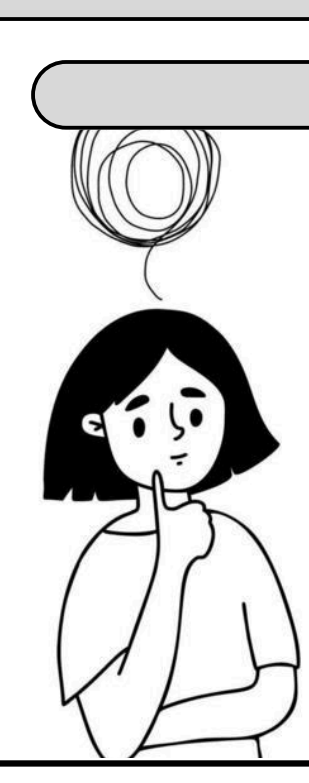
Project Goals

- Deliver the latest fashion trends fast and affordably to Gen Z and millennial customers across over 150 countries.
- Minimize unsold inventory rates and maximize bestseller rates (reportedly as high as 50%).
- Encourage impulsive shopping and engagement through a rich digital experience and gamification.
- Address sustainability criticisms through selective initiatives and data transparency.
- Build a data flywheel: more users generate more data insights, driving better products and more engagement, iterating the core business model

Problems & Solution

Problems

- Users can't judge product quality without real customer photos.
- It's hard to search for items using images,
- No clear way to track orders after purchase.
- Product images often don't reflect the actual item.
- Limited variety in brand options.
- No restock notifications for sold-out-items.
- Delivery times that don't fit user's schedules

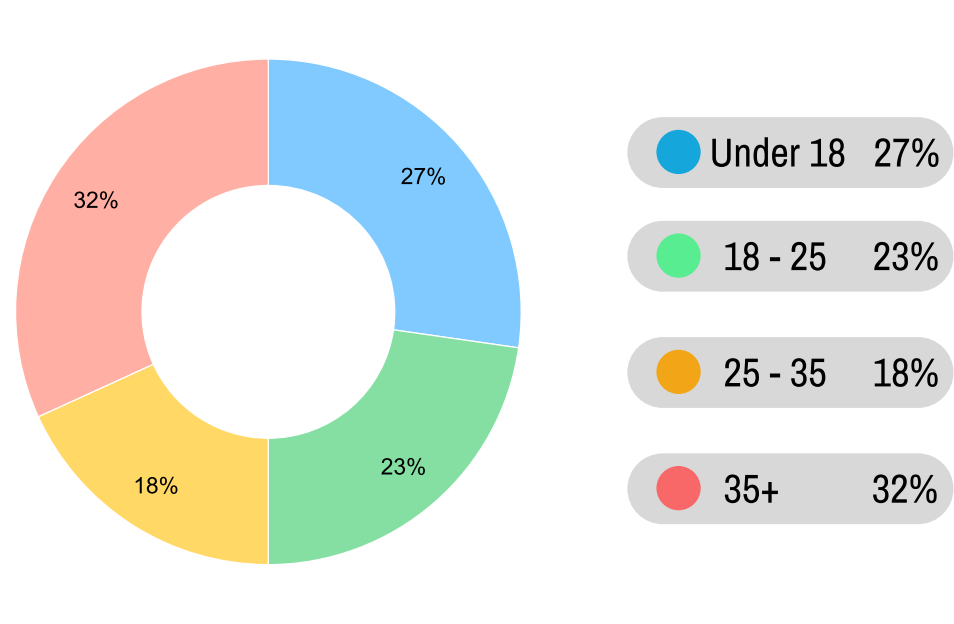


Solution

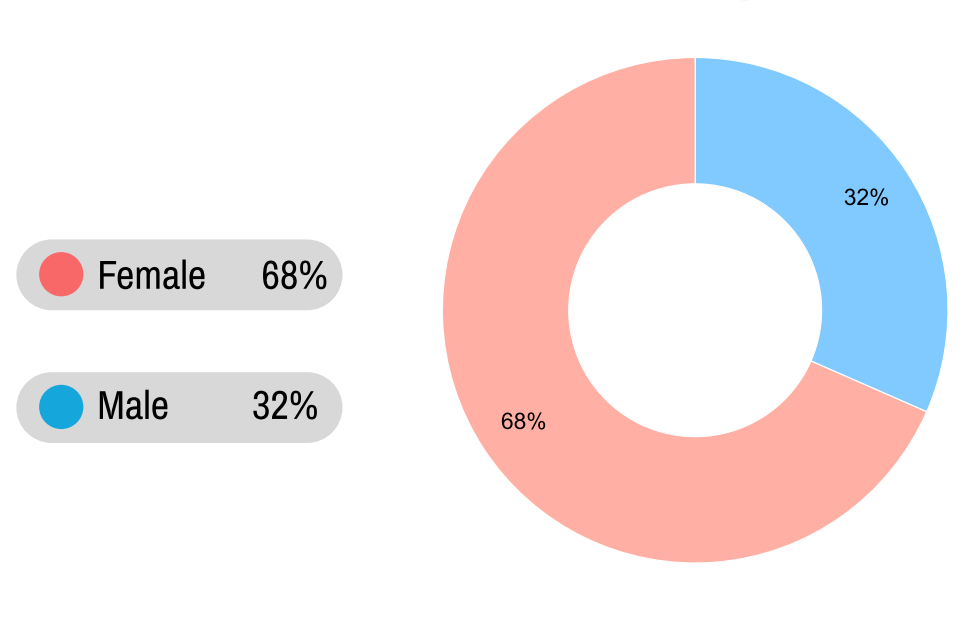
- Let users upload real images in review for honest feedback.
- Add a "search by images" feature for easier product discovery.
- Improve customer support with quick and helpful responses.
- Provide real-time order tracking to keep users updated.
- Use accurate, real-life product images to build trust.
- Let users to schedule delivery times that suit their availability.

Quantitative Research

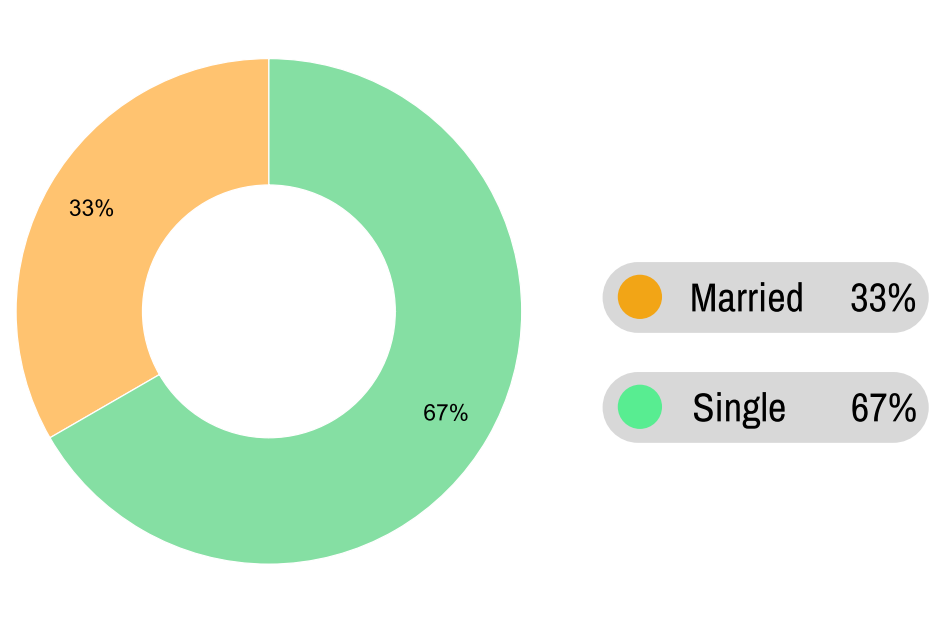
What is your age ?



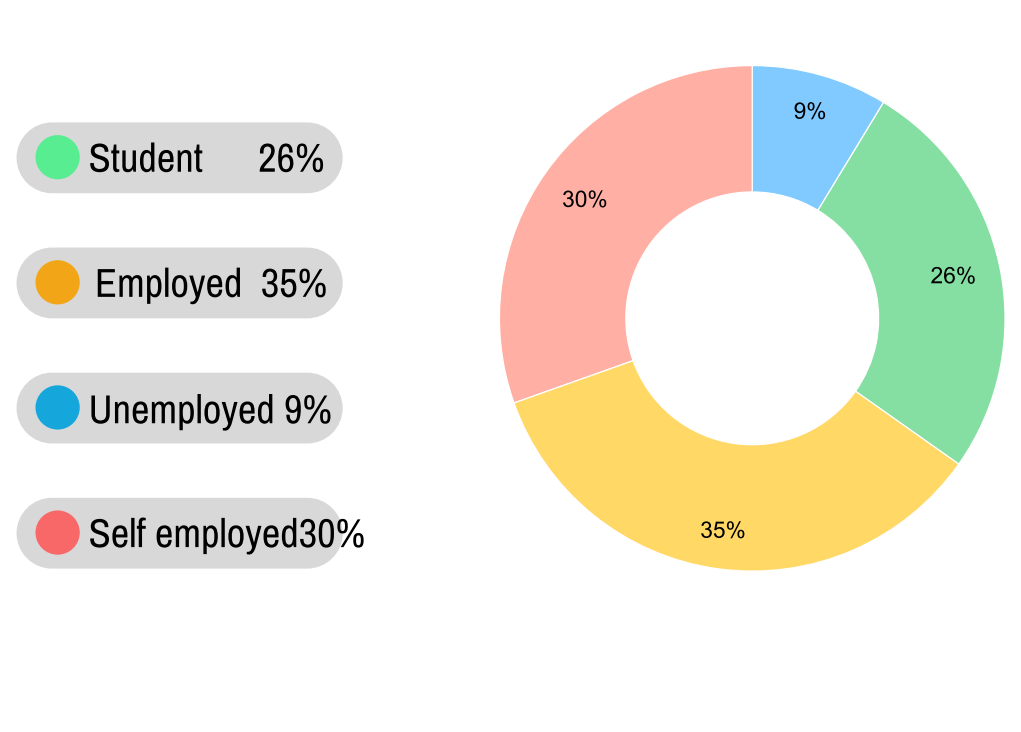
What is your gender ?



What is your martial status ?



What is your occupation ?



Qualitative Research

Do you prefer to buy online or offline ?

How often do you buy clothes online ?

What is first impression in this app ?

What do you dislike in the app ?

Would you like order tracking to be available ?

What language do you prefer to use in the app ?

What is your preferred payment method ?

If installment is available,do you like to try it ?

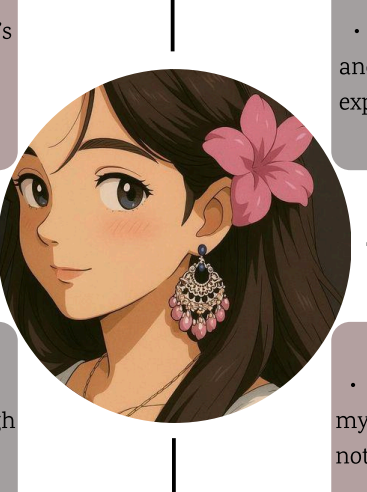
Empathy Map

Says

- I use apps like shein, I always follow the fashion and influencer pages to gather new ideas.
- I look for offers and discounts before making a purchase desicion.
- I use a bank card (visa or master card) because it is faster and easier.
- I always read people's reviews before making purchase.

Thinks

- She wants to receive products in a good quality package.
- She desires a seamle--ss way to conduct her searches using images QR codes.
- She wants a smooth and enjoyable shopping experience app.
- Material of products are hgh quality. Application has return/ exchange policy.



Does

- I always look for good deals and discounts, but I ensure the brand is trustworthy to guarantee good quality.
- I always buy from trusted sellers with high ratings.
- I check people's reviews before I buy and I depend on real pictures of the product.
- I pay in cash on delivery.

Feels

- I get upset when my phone has too many notifications.
- I prefer image search
- I prefer dark mode.
- I feel happy when seeing offer. I feel confident when I see customer's reviews.
- I hates apps when they're complicated slow.

User Persona

Jayne Wellen

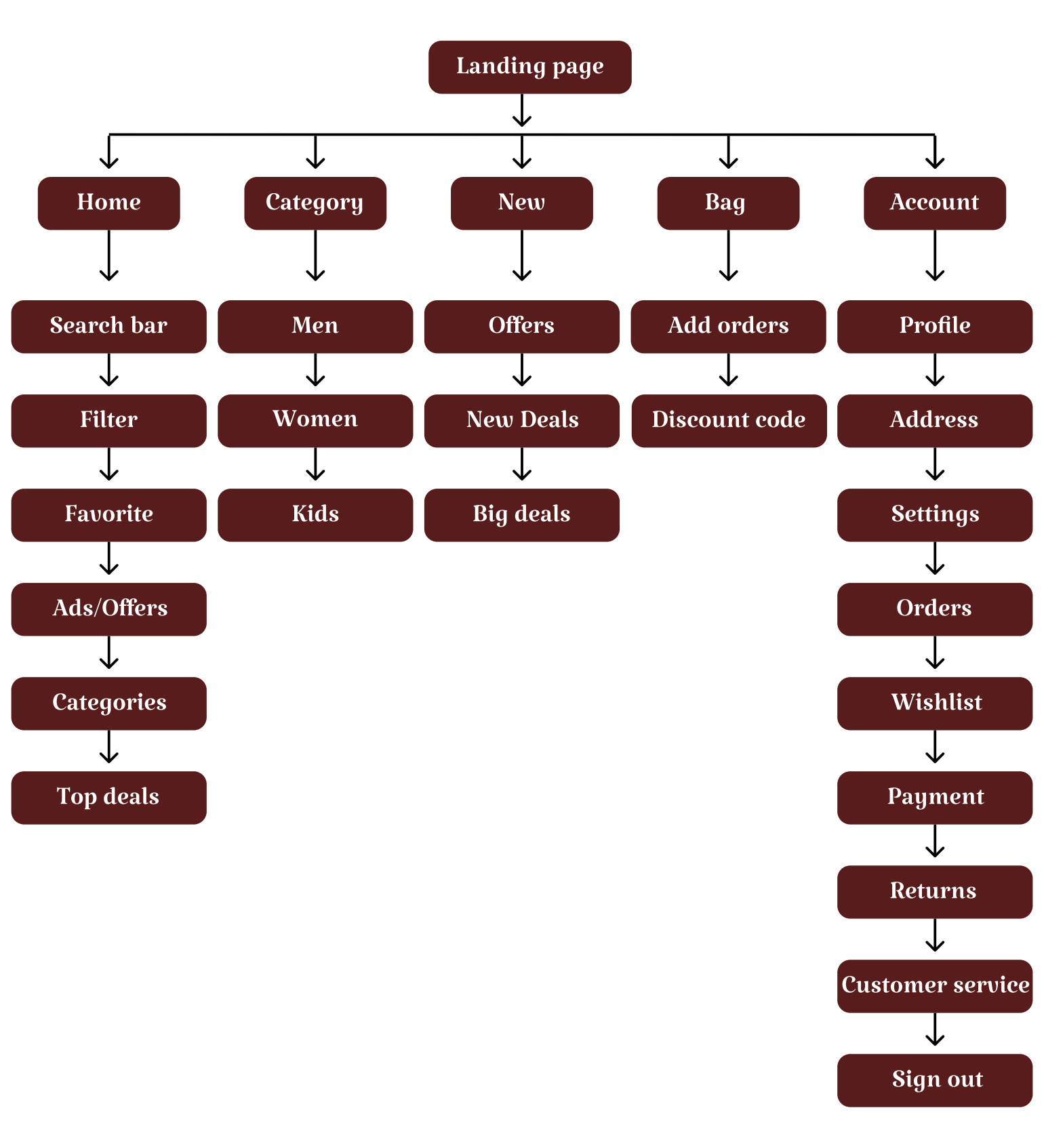
- Age: 26
- Marketing Consultant
- Mother of 1

Frustrations:

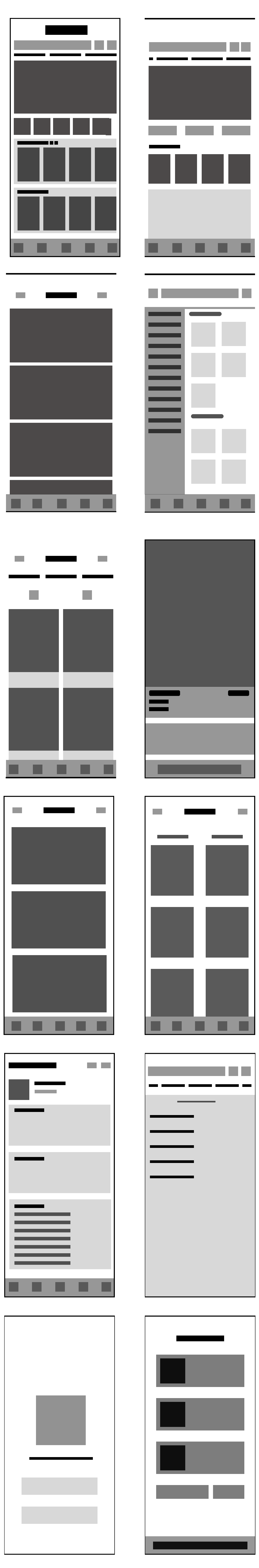
- App is cluttered and hard to navigate
- I often click the wrong filter button multiple times while shopping due to confusing layout.
- I hate scrolling and getting lost in the app.

I am a busy lady that loves to stay up on the latest trends! I love to show off my outfits on social media with friends and try new restaurants and clubs in my home city.

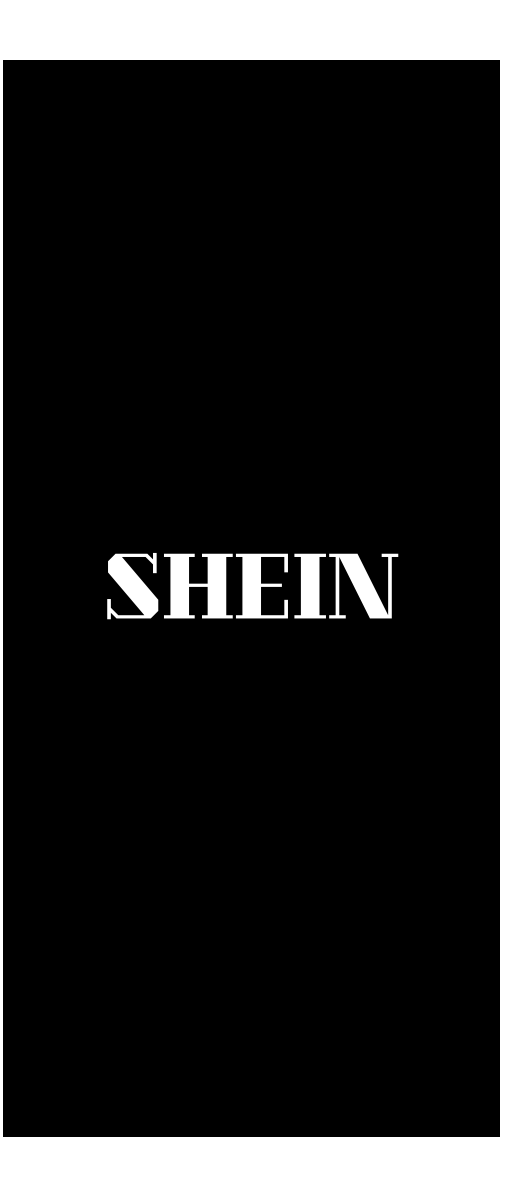
Information Architecture

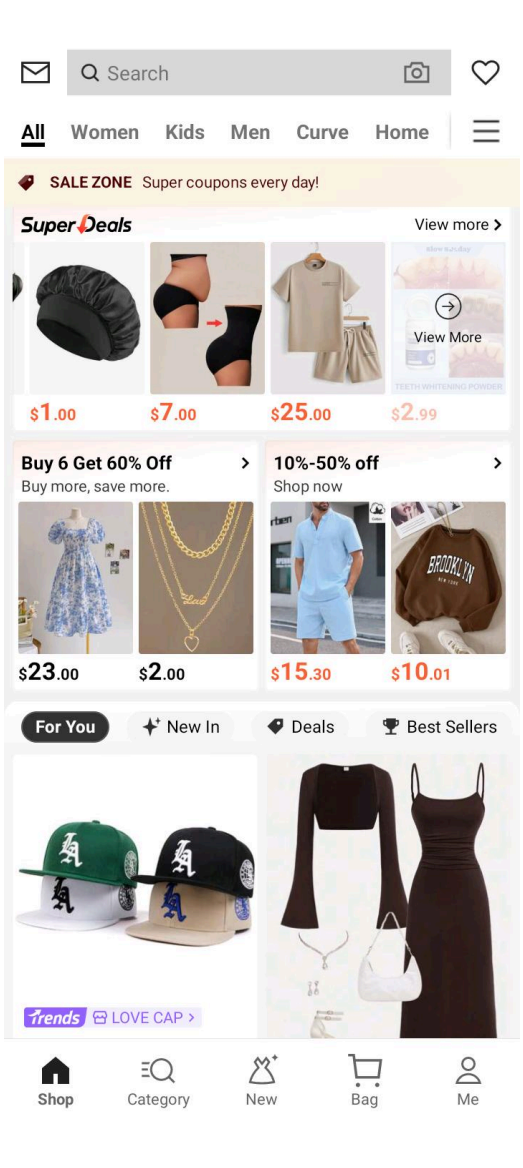

Landing page
Home
Search bar
Filter
Favorite
Ads/Offers
Categories
Top deals
Category
Men
Women
Kids
New
Offers
New Deals
Big deals
Bag
Add orders
Discount code
Account
Profile
Address
Settings
Orders
Wishlist
Payment
Returns
Customer service
Sign out

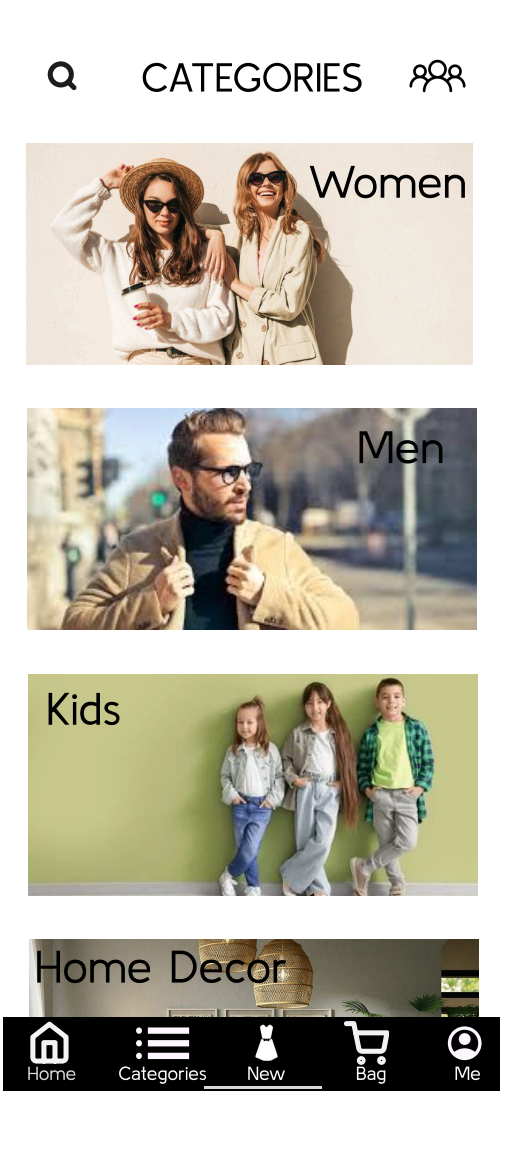
Low fidelity wireframes

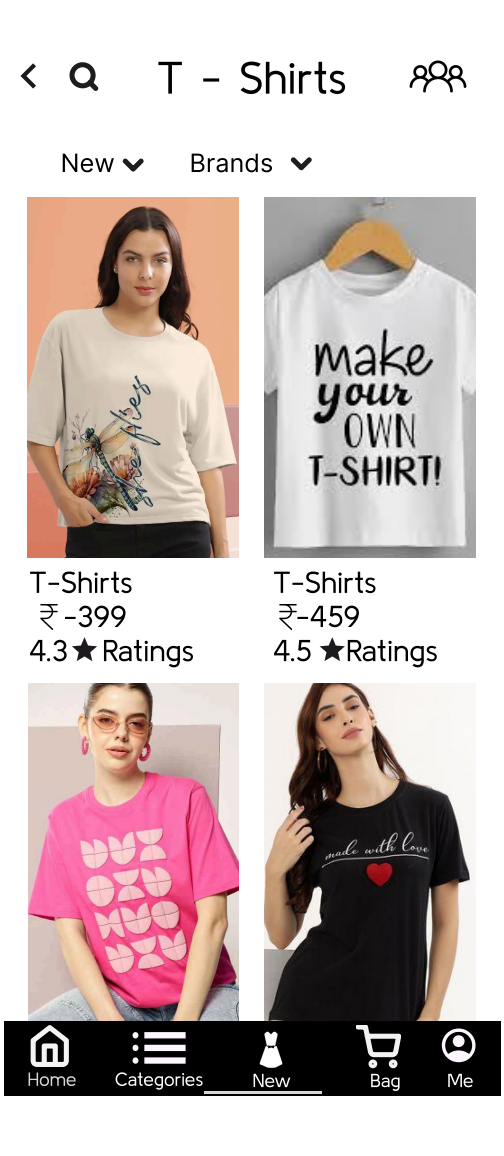


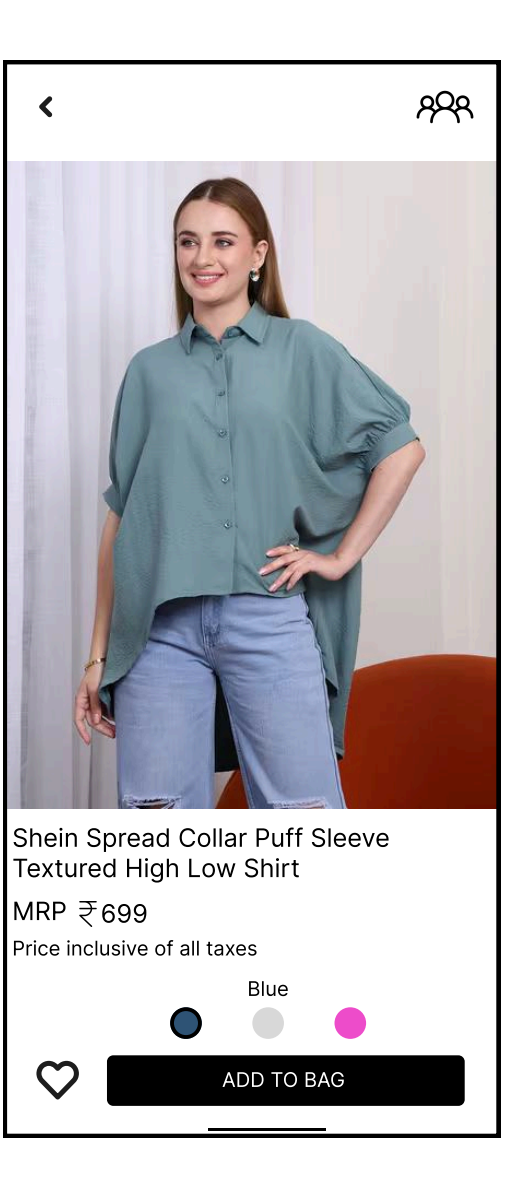
High fidelity wireframes

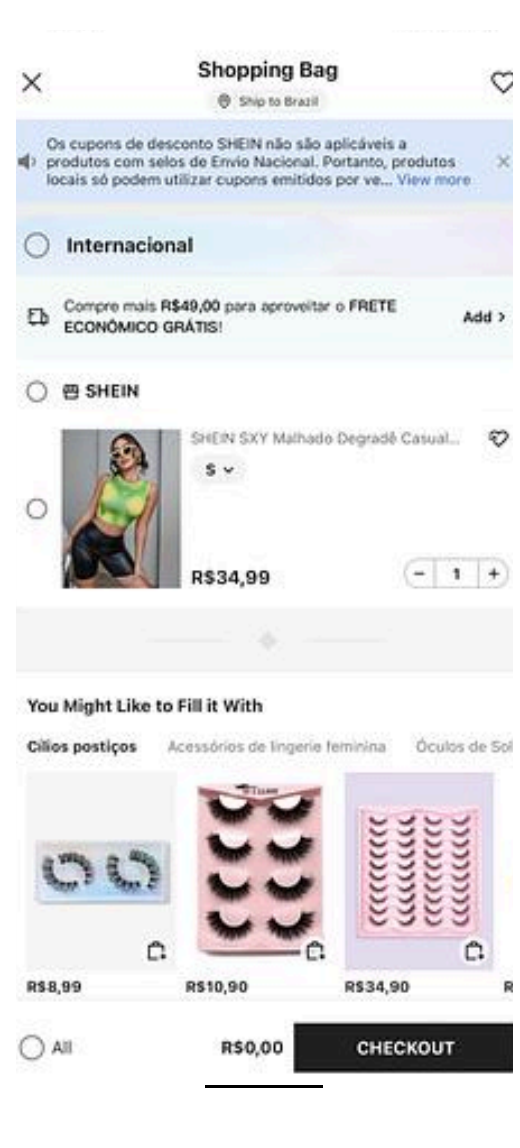


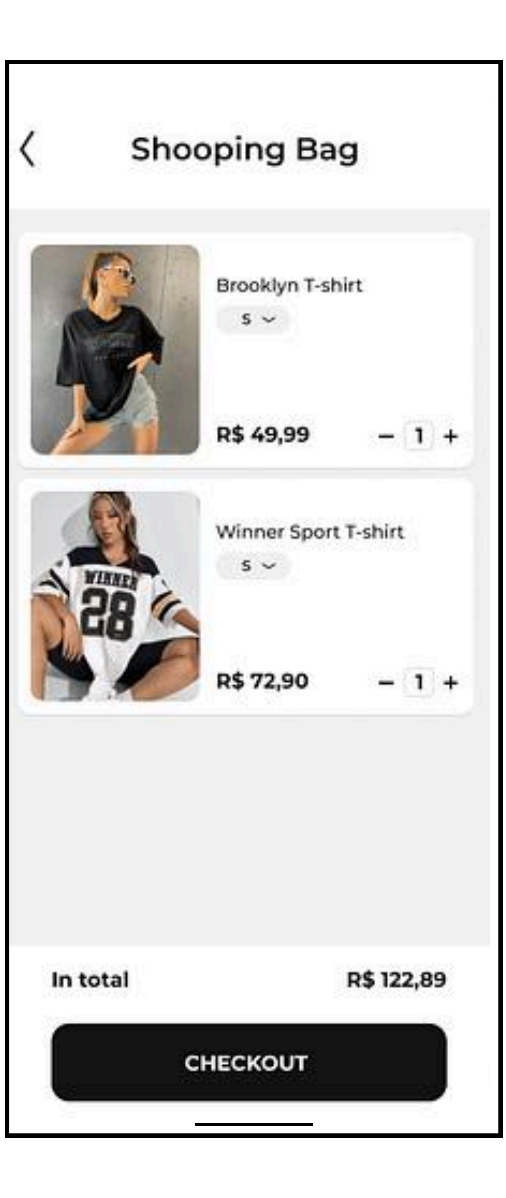

Search
All
Women
Kids
Men
Curve
Home
SALE ZONE Super coupons every day!
Super Deals
View more
$1.00
$7.00
$25.00
Buy 6 Get 60% Off
Buy more, save more
10%-50% off
Shop now
$23.00
$2.00
$15.30
$10.01
For You
New In
Deals
Best Sellers
Shop
Category
New
Bag
Me

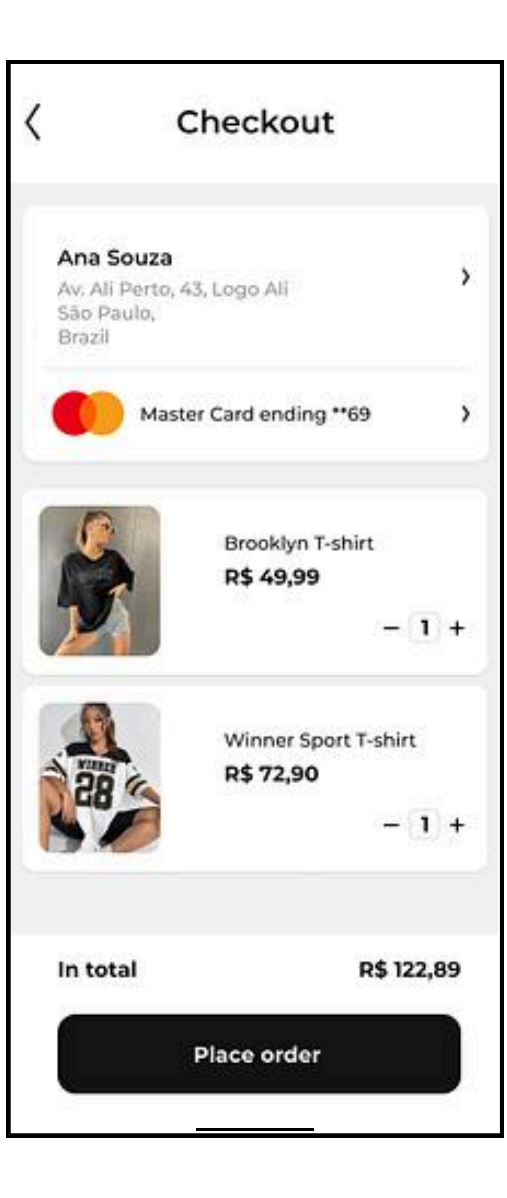

CATEGORIES
Women
Men
Kids
Home Decor
Home
Categories
New
Bag
Me

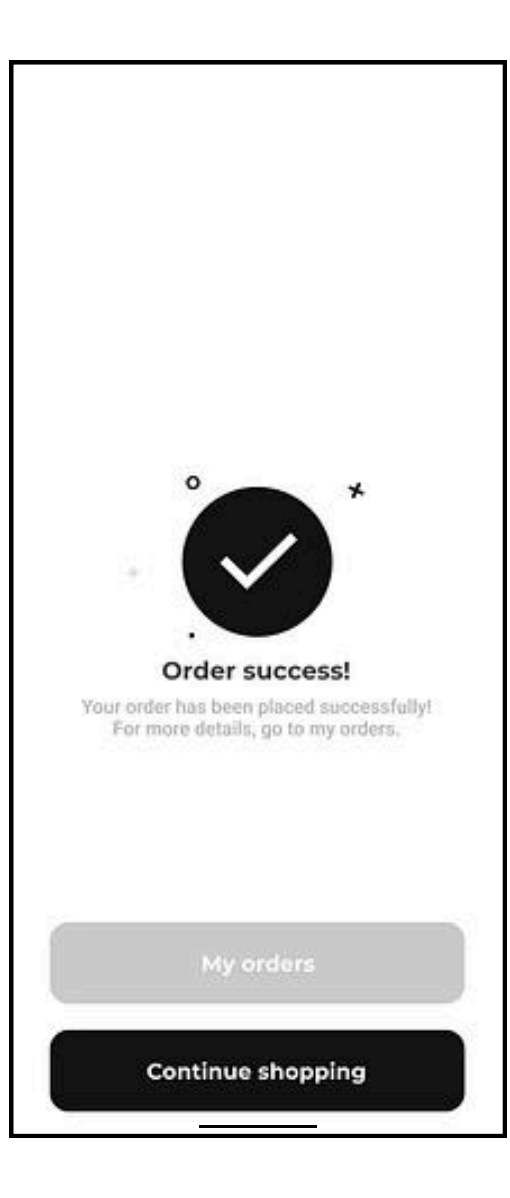

T - Shirts
New
Brands
T-Shirts
₹-399
4.3 ★ Ratings
T-Shirts
₹-459
4.5 ★Ratings
Home
Categories
New
Bag
Me


Shein Spread Collar Puff Sleeve Textured High Low Shirt
MRP ₹699
Price inclusive of all taxes
Blue
ADD TO BAG


Shopping Bag
Ship to Brazil
Os cupons de desconto SHEIN não são aplicáveis a produtos com selos de Envio Nacional. Portanto, produtos locais só podem utilizar cupons emitidos por ve... View more
Internacional
Compre mais R$49,00 para aproveitar o FRETE ECONÔMICO GRÁTIS!
Add >
SHEIN
SHEIN SXY Malhado Degradê Casual...
R$34,99
You Might Like to Fill it With
Cílios postiços
Acessórios de lingerie feminina
Óculos de Sol
R$8,99
R$10,90
R$34,90
All
R$0,00
CHECKOUT


Shooping Bag
Brooklyn T-shirt
S
R$ 49,99
1
Winner Sport T-shirt
S
R$ 72,90
1
In total
R$ 122,89
CHECKOUT


Checkout
Ana Souza
Av. Ali Perto, 43, Logo Ali
São Paulo,
Brazil
Master Card ending **69
Brooklyn T-shirt
R$ 49,99
1
Winner Sport T-shirt
R$ 72,90
1
In total
R$ 122,89
Place order


Order success!
Your order has been placed successfully!
For more details, go to my orders.
My orders
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