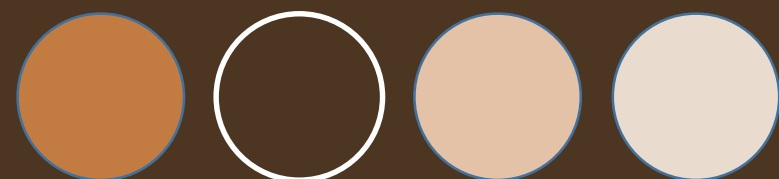# Shoelace - Online shop

Behnaz HP

Project overview

Regarding all the covid-19 crisis that we have been facing for almost 2 years, definitely we are facing new changes in all aspect of our life. Covid-19 might go, but what is going to stay for sure, is the way we live. Based on surveys, the smart model of working is a new normal. We need a product could facilitate the process of shopping easier.

Project overview

The product:

An online shop for shoe lovers, who are interested to handmade and unique shoes, providing shoes for each member of the family. Shoes are prepared with the best materials and designed by creative artists and craftsmen around the world.

Project duration:

It was a project which is done for google course (Two weeks)

The problem:

Busy life and world pandemic situation encourage people to buy online lack of choice to buy quality shoes online is frustrating.

The goal:

Providing quality shoes in order to either resolve the needs of people for buying online and getting access to designer products around the world

Project overview

My role:

**UX Researcher / UX Designer
UI Designer**

Responsibilities:

**Primary and secondary
research, Making interview.
defining the problem,
prototyping and test (users
feedback)**

Understanding the user

- **User research**
- **Persona**
- **Problem statements**
- **User journey maps**

Persona: Francesco Ceriani

Problem statement:

Francesco is a senior data engineer who needs to buy his shoes online because he works till late and does not have time to go shopping.

"I have enough homework to last ten years. I'll run a blog advocating for technology that helps decrease our impact on the environment."

Goals

- I like challenging job to learn more and be experienced.
- Be focused more in my job to have progress.

Frustrations

- I don't like to spend my time in street to do shopping.
- Sometimes it's difficult to find what I need easily. It needs the whole week-end to find something

Age: 30
Education: Master degree
Hometown: Sicily
Family: Living alone
Occupation: Data Engineer

Francesco is a senior data engineer who is dedicated much time to his work. He prefers online shopping so he can save time for his important affairs.
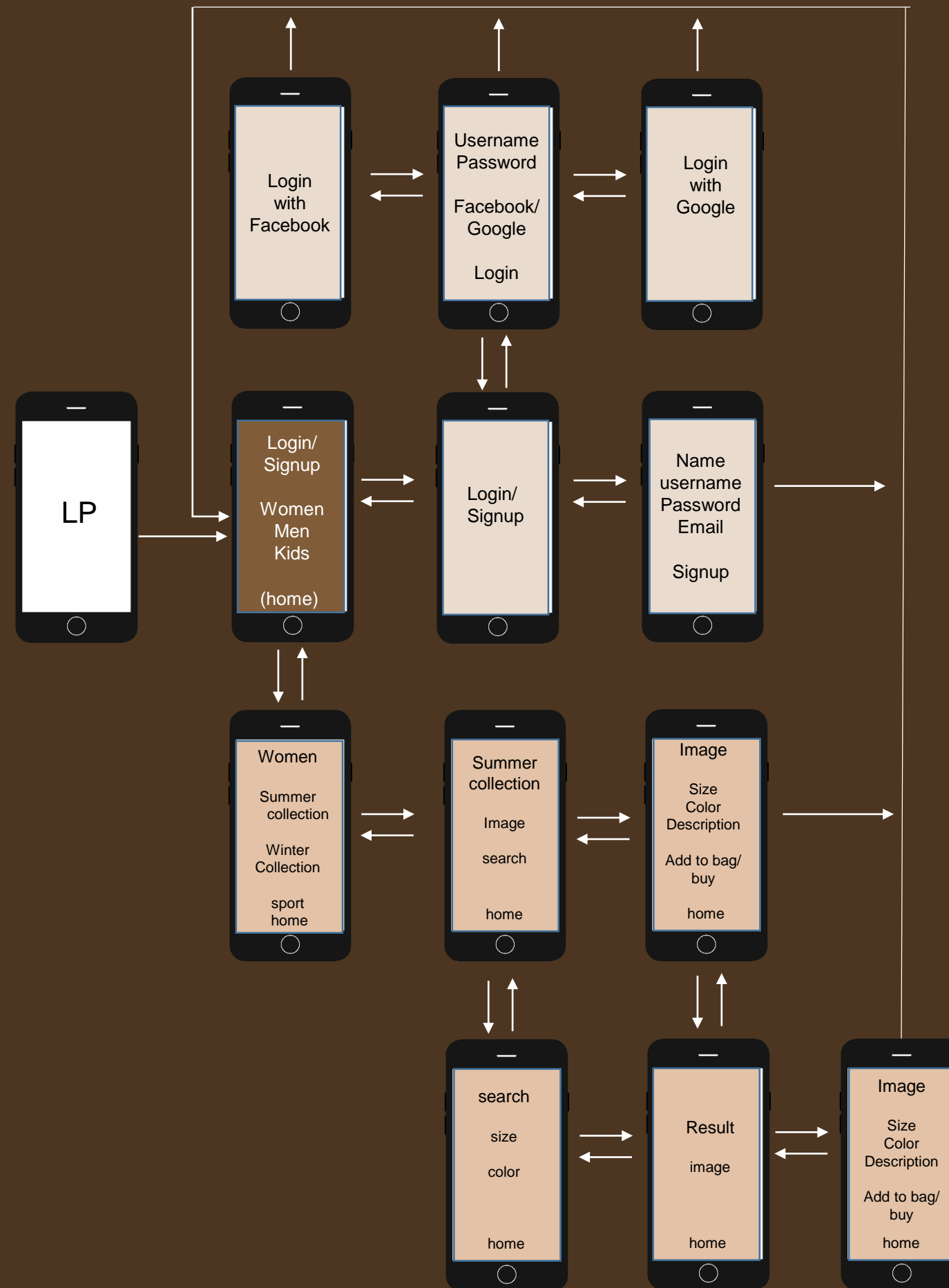
User journeey map

Persona:
Francesco Ceriani
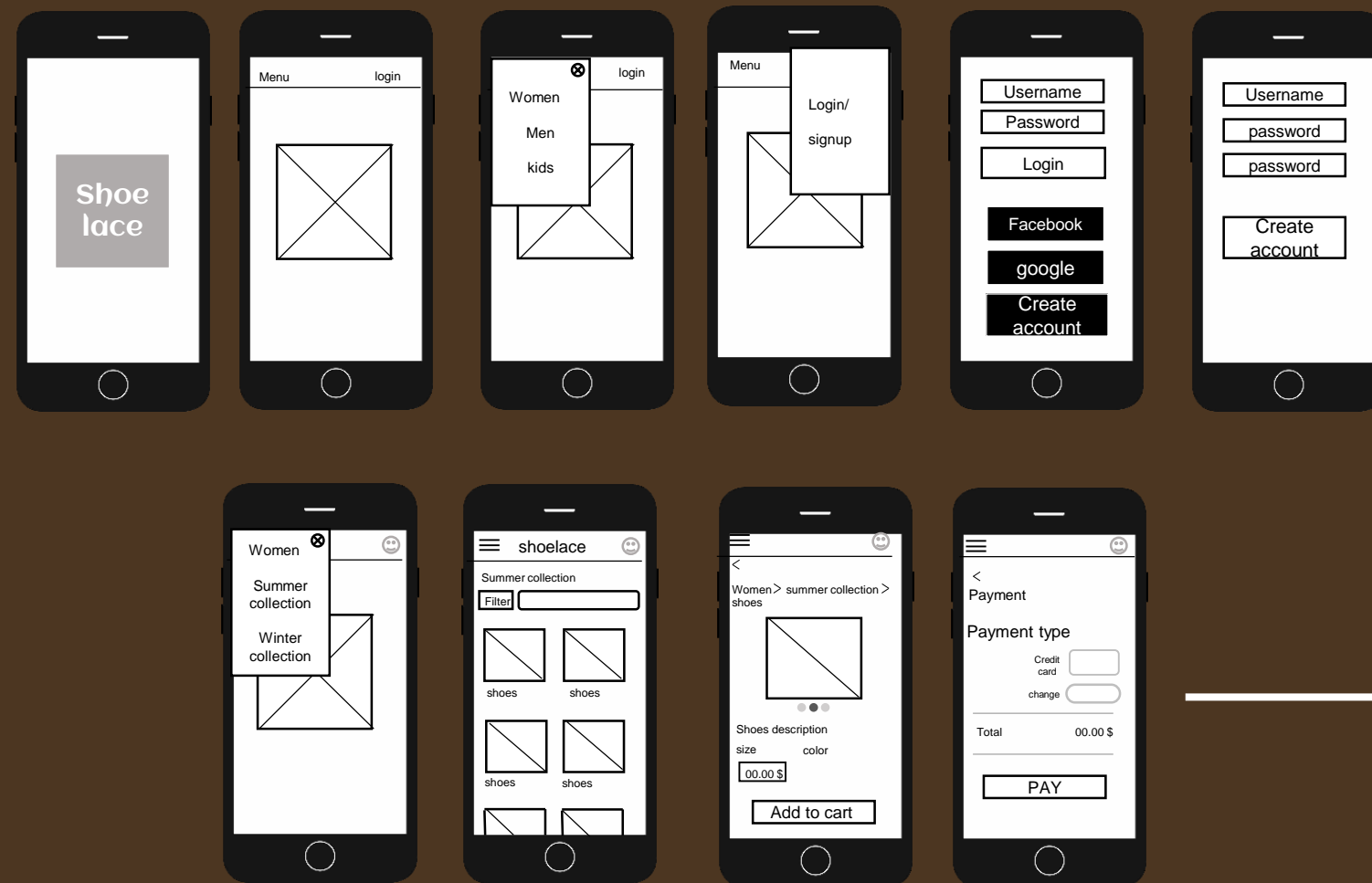
Goal:
Buy qulity shoes quickly

ACTION	Get the app	Browing among the product	Buy shoes	Pay online
TASK LIST	Tasks A. Download the app in mobile B. Open the app C. Browsing in the app	Tasks A. Browsing in app to find interesting shoes B. Tap menu button to see all the products categories. C. Tap on filter to specify more	Tasks A. Find the proper pair of shoes B. Checking the color and size C. Asking for a guide from the support	Tasks A. Add the product to the shopping list B. Register to the app C. Going to the shopping list D. Payment methods and buy
FEELING ADJECTIVE	• Exhausted because the app is loading slowly • Lost in the app	• Lost among the products • Satisfied after applying filter • Happy to see many quality shoes	• Confused with suitable size • Happy to find a solution	• satisfied • Hopless of few payment options • Sad after payment
IMPROVEMENT OPPORTUNITIES	• Improve the app to load faster	• Improving categorizing and filtering menu	• Improving size guide • Providing support online chat	• Adding more option for payment • Find a way to return the user to happy path.

Site map

Login with Facebook

Username Password Facebook/ Google Login

Login with Google

LP

Login/ Signup Women Men Kids (home)

Login/ Signup

Name username Password Email Signup

Women Summer collection Winter Collection sport home

Summer collection Image search home

Image Size Color Description Add to bag/ buy home

search size color home

Result image home

Image Size Color Description Add to bag/ buy home

Hand sketch wireframes

Shoe lace

Menu   login

Women
Men
kids
     login

Menu   Login/
signup

Username
Password
Login

Facebook
google
Create account

Username
password
password

Create account

Women
Summer collection
Winter collection

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shoelace
Summer collection
Filter
shoes   shoes
shoes   shoes

Women > summer collection >
shoes

Shoes description
size   color
00.00 $
Add to cart

<
Payment

Payment type
Credit card
change
Total   00.00 $
PAY

Final Prototype
Click to see