# Design Portfolio Case Study

## E-Commerce Mobile App Redesign

This case study demonstrates my design process and problem-solving approach for redesigning a mobile e-commerce application.

## CHALLENGE

The original app had low conversion rates and poor user engagement. Users struggled with navigation and checkout processes.

## SOLUTION

â¢ Simplified navigation structure
â¢ Streamlined checkout process
â¢ Improved visual hierarchy
â¢ Enhanced product discovery

## RESULTS

â¢ 40% increase in conversion rate
â¢ 60% reduction in checkout abandonment
â¢ 85% improvement in user satisfaction scores

For the complete case study with detailed wireframes, prototypes, and user research findings, please contact me directly.