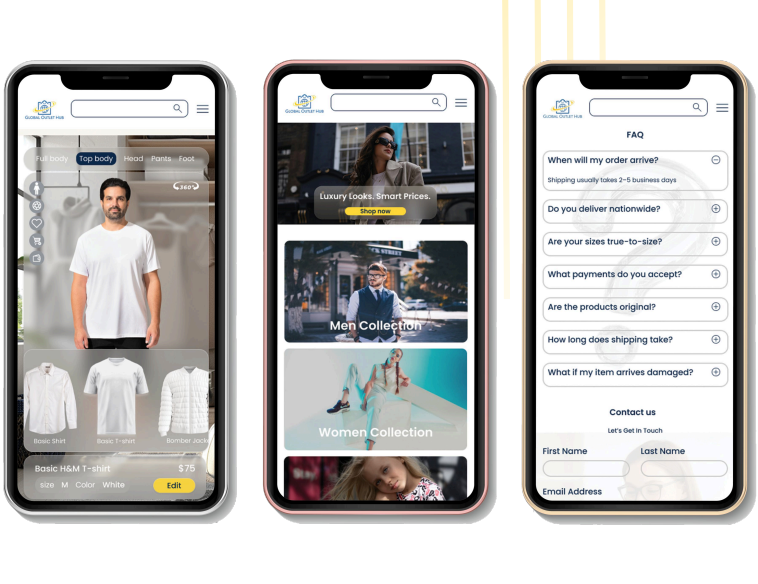
GLOBAL OUTLET HUB

UI/UX Case Study

Global Outlet Hub



Problem Statement

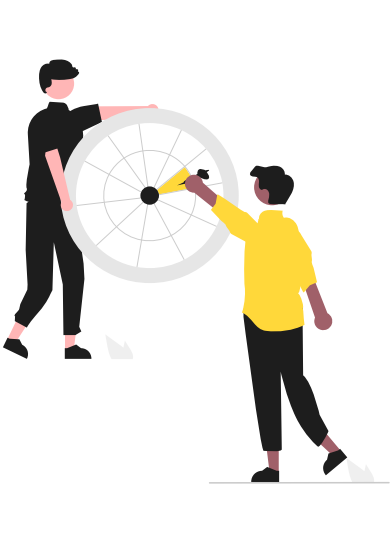
The current online shopping experience for global brands in Egypt is fragmented, expensive, and lacks trust. Many users struggle to find original international products at reasonable prices, and most available platforms either offer limited selections, high pricing, or unreliable authenticity. This creates a gap between customer needs and the available digital shopping solutions.

Possible Solution

Develop a unified digital platform that provides a trusted outlet for authentic global brands with significantly reduced prices. Global Outlet Hub aims to offer a seamless online shopping experience, combining product authenticity, competitive pricing, and a clear, easy-to-navigate interface that helps users quickly find and purchase international brands with confidence.

Target Audience

- Young adults aged 16–35
- Fashion-aware users who follow global brands
- Frequent online shoppers
- Users seeking original products at discounted prices
- Budget-conscious customers who still value brand authenticity



The Approach

The project followed a structured UX approach that began with user research to understand shopping behaviors, frustrations, and expectations. Insights were translated into personas, flows, and a simplified information architecture. From there, wireframes and high-fidelity UI designs were created to deliver a clean, modern interface optimized for trust and quick purchasing decisions. Consistent branding and usability testing were applied to ensure a smooth user journey from browsing to checkout.

My Role

Design Strategy
Problem Solution
Information Architecture
Empathy Mapping
Usability Testing
User Flow
Prototyping
Wireframes
Competitive Analysis
Visual Design
User Research
User Persona

Design Thinking Process

A structured UX process was followed to build Global Outlet Hub, starting from understanding user needs to delivering a refined, tested product experience. The approach ensured that every design decision was based on real insights, usability, and business goals, resulting in a smooth and trustworthy shopping journey for users.

Emphatize »»»
- User Interviews
- User Research
- Market Study
- Shopping Behavior Analysis

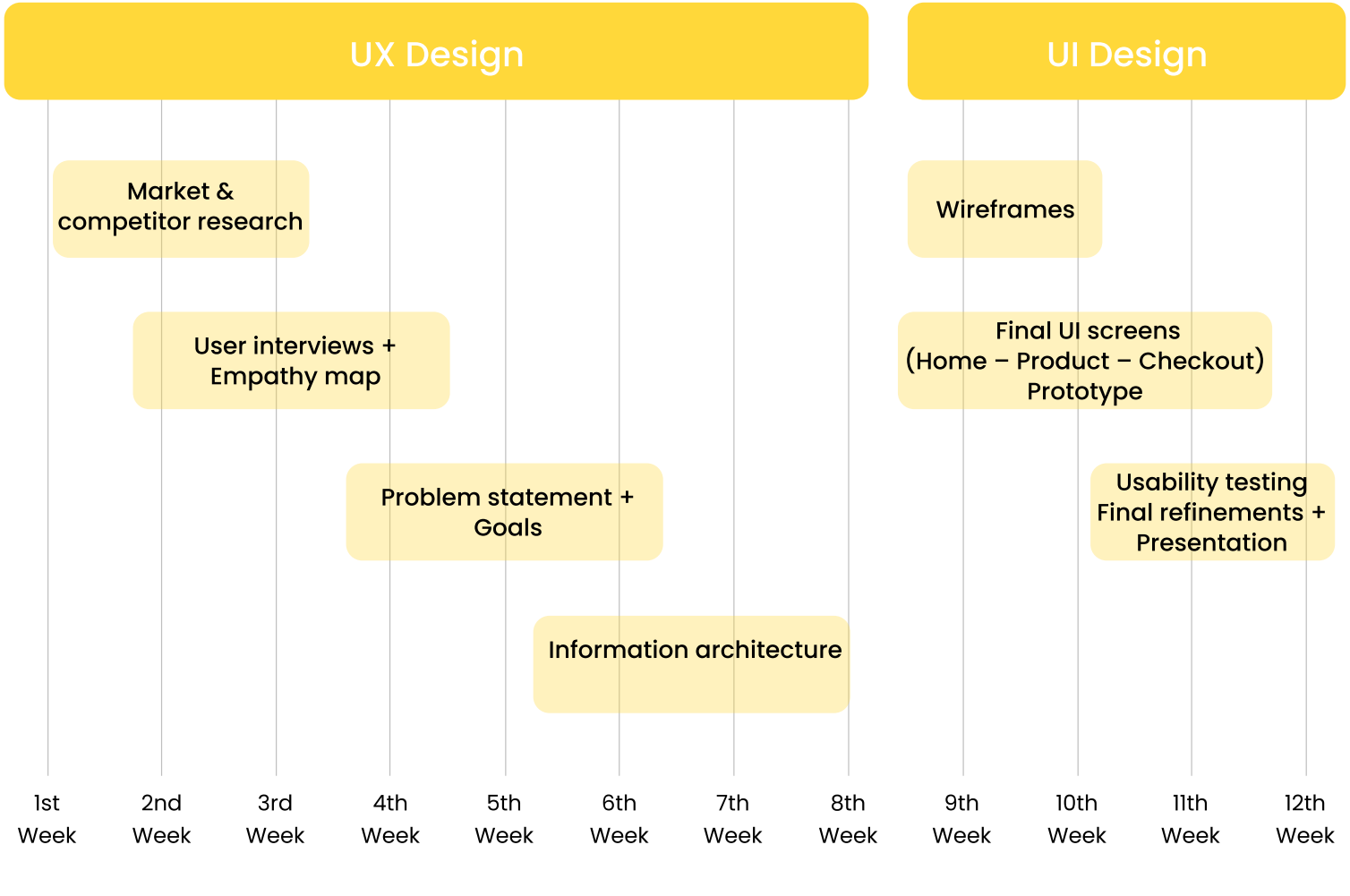
Define »»»
- Problem Statement
- User Persona
- Customer Journey Map
- Pain Points & Needs
- Experience Mapping

Ideate »»»
- Brainstorming
- Feature Prioritization
- User Flow Creation
- Scenario Mapping

Design »»»
- Wireframes
- UI Layouts
- High-Fidelity Screens
- Interactive Prototype

Test
- Usability Testing
- Feedback Collection
- UI Fixes & Flow Improvements
- Refinement & Iterations

Project Timeline


UX Design
UI Design
Market & competitor research
User interviews + Empathy map
Problem statement + Goals
Information architecture
Wireframes
Final UI screens (Home – Product – Checkout) Prototype
Usability testing Final refinements + Presentation
1st Week
2nd Week
3rd Week
4th Week
5th Week
6th Week
7th Week
8th Week
9th Week
10th Week
11th Week
12th Week

Emphatize Phase

Qualitative Research

Research was conducted to understand user needs, shopping habits, trust factors, and pain points when purchasing global brands online.

Interview Questions

- What challenges do you face when buying global brands online?
- What makes you trust an online store?
- Why do you abandon a cart?
- Which payment methods do you prefer?
- What affects your purchase decision the most?

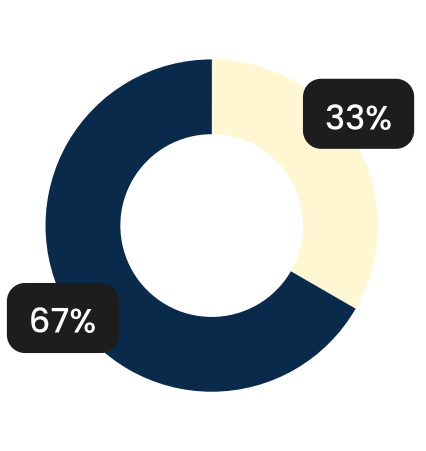
Key Insight Derived

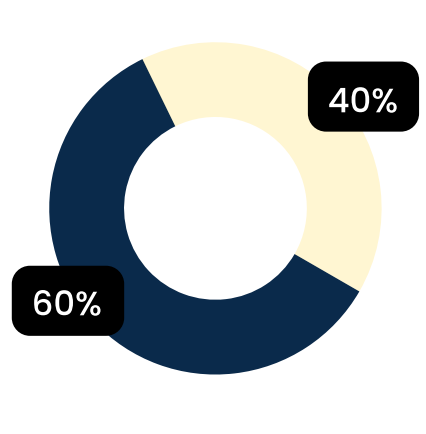
- **Users struggle to find original global brands at affordable prices in Egypt.**
- **Most users compare prices across multiple platforms before buying.**
- **Trust and product authenticity are the biggest concerns during online shopping.**
- **Users prefer apps with fast delivery, clear product details, and multiple payment methods.**

Quantitative Research

A survey with 50 participants (ages 16–35) revealed that:
- Most users search for discounted global brands online.
- Many abandon carts because of high shipping fees.
- Cash on delivery and wallet payments are preferred.
- Product authenticity is a top priority.

Do you search for discounted global brands online?

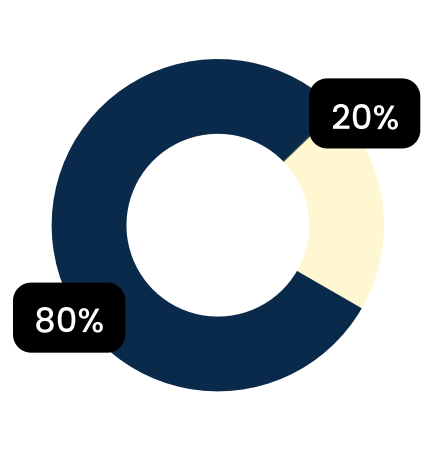


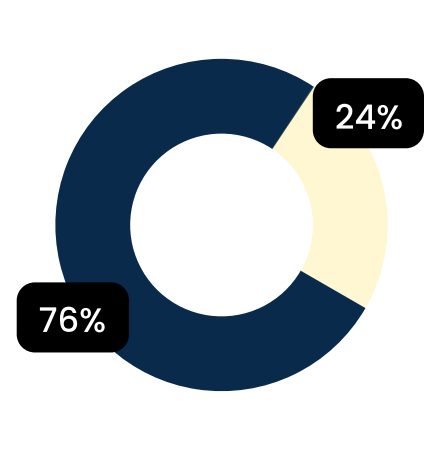


Do high shipping fees make you abandon the cart?

Yes No

Do you prefer cash on delivery or wallet payments?

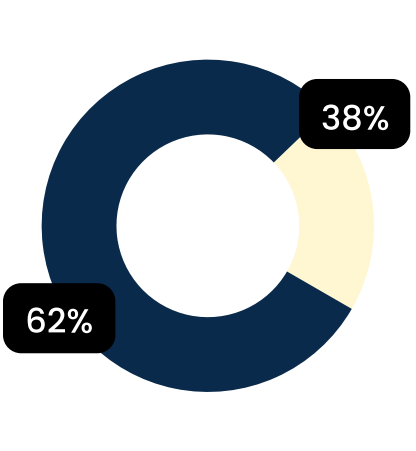




Is product authenticity your top priority when shopping online?

Yes No

Do you feel current online stores lack enough global brand options?



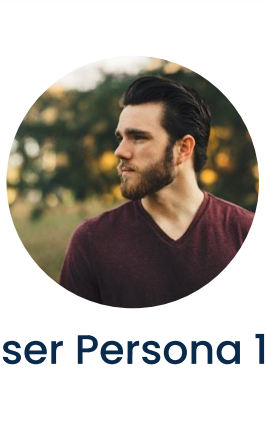
Key Insight Derived

- **Users highly value authentic global brands and want a trusted source.**
- **High shipping fees are a major reason for cart abandonment.**
- **Most users prefer cash on delivery or wallet payments.**
- **Young shoppers expect a smooth, simple checkout flow.**
- **Users need clear price comparisons to feel confident about purchasing.**

Define Phase

User Persona

The user persona represents a typical young online shopper who loves global brands but struggles to find authentic products at affordable prices. This persona helps us understand user behaviors, needs, and motivations when shopping for discounted international fashion and lifestyle items. It guides the design decisions to ensure the app delivers trust, simplicity, and a smooth shopping experience.



User Persona 1

Age	25
Education	Business
Status	Single
Occupation	Sales Representative
Location	Cairo, Egypt

Personality

Active Practical Creative

Breif Story

Omar Ahmed, 25, is a sports lover who follows fashion trends and prefers online shopping—especially for global sportswear and casual outfits. He looks for discounted authentic products but struggles with verifying originality and dealing with high shipping fees. He needs a reliable platform that offers trusted global brands at competitive outlet prices with a smooth shopping experience.

Goals
- Access authentic global brands easily at competitive prices.
- Compare products and prices across different stores before purchasing.
- Complete the checkout process quickly without unnecessary steps.

Frustations
- Difficulty verifying product authenticity on most online platforms.
- High shipping fees causing users to abandon their carts.
- Delayed delivery and limited payment options.

Needs
- A trusted platform that guarantees original global brands.
- A smooth, simple shopping experience from browsing to checkout.
- Flexible payment methods such as Cash on Delivery and wallet payments.
- Fast, reliable shipping with clear and reasonable fees.

Motivations
- Desire to buy premium global brands at discounted or outlet-level prices.
- The convenience of ordering and tracking everything through one app.
- Access to genuine deals and real discounts on well-known brands.
- Confidence in a secure, scam-free shopping experience.

User Persona 1

Age	23
Education	Software Engineer
Status	Single
Occupation	Front-End Developer
Location	Cairo, Egypt

Personality

Calm Thinker Creative

Breif Story

Rawan is a 23-year-old software engineer who prefers simple, minimal fashion and shops online frequently. She looks for clean, authentic globa brands but often struggles with verifying originality and comparing prices across platforms. Rawan wants a smooth, trustworthy shopping experience that offers genuine products at competitive outlet prices.

Goals
- Find authentic global brands at affordable prices
- Shop quickly without browsing too many apps

Frustations
- Difficulty confirming product authenticity
- High shipping fees on most platforms

Needs
- A reliable platform with verified original brands
- Simple, clean UI that matches her minimal style
- Clear pricing and affordable delivery options

Motivations
- Saving time during online shopping
- Accessing trendy yet simple outfits
- Feeling confident that every item is genuine

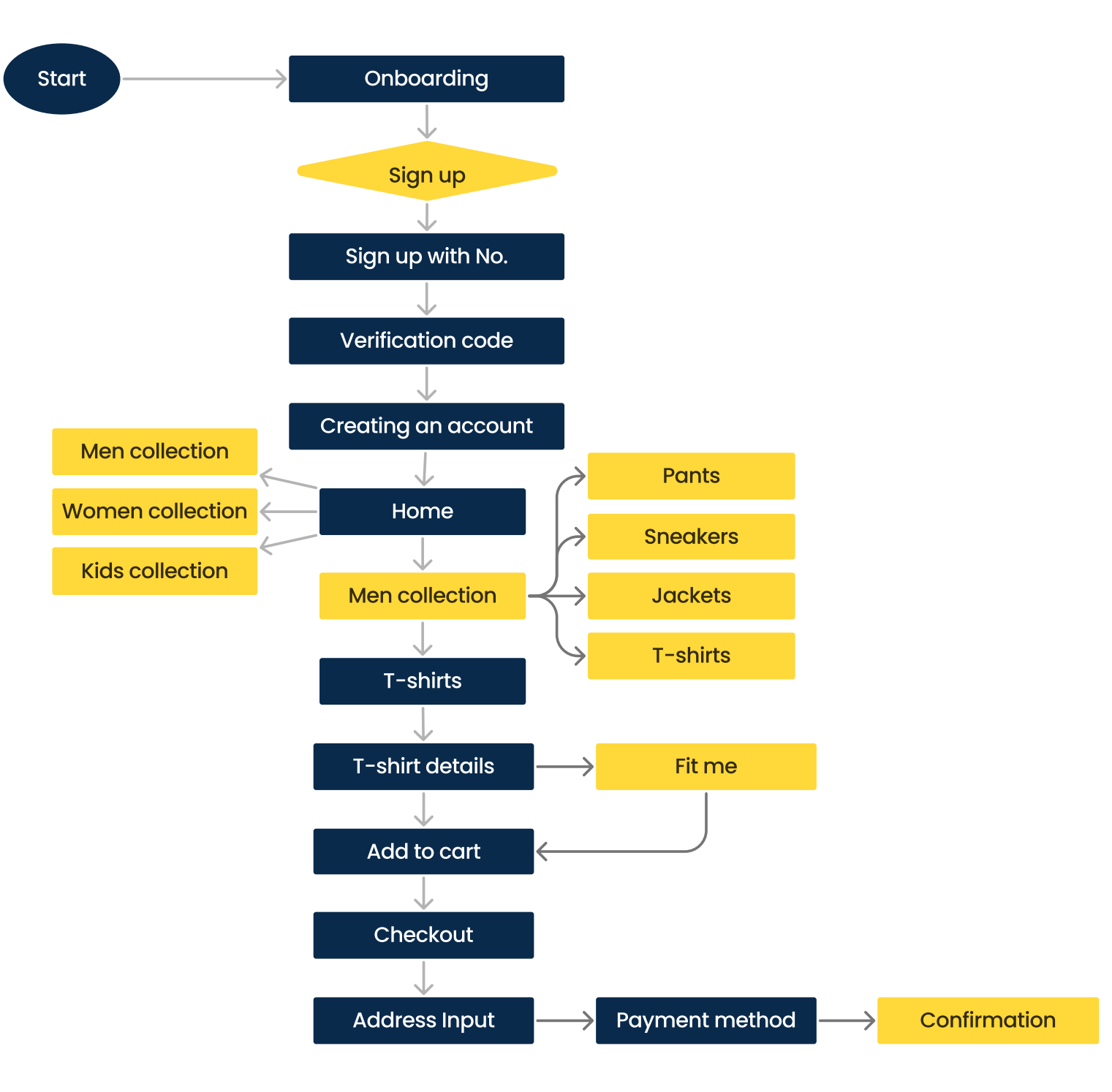
Empathy Map

Says
- "I want original global brands without worrying if they're fake."
- "I prefer simple, clean designs and a smooth shopping experience."
- "I always compare prices before buying anything online."

Thinks
- She thinks most platforms are confusing and not transparent about authenticity.
- She believes there should be clearer verification for products and easier price comparison.
- She thinks shipping fees should be more reasonable.

Does
- She checks product reviews and compares prices across multiple apps.
- She searches for offers and discounted global brands.
- She reads product details and authenticity tags before adding items to cart.

Feels
- Feels confident when the app clearly shows originality and brand verification.
- Feels frustrated when shipping costs increase the final price too much.
- Feels satisfied when the interface is simple and organized like her minimal style.


Start
Onboarding
Sign up
Sign up with No.
Verification code
Creating an account
Men collection
Women collection
Kids collection
Home
Pants
Sneakers
Jackets
T-shirts
Men collection
T-shirts
T-shirt details
Fit me
Add to cart
Checkout
Address Input
Payment method
Confirmation

Card Sorting

Products
- Men's fashion
- Women's fashion
- Sportswear
- Sneakers
- Accessories
- Beauty & skincare
- Bags & wallets

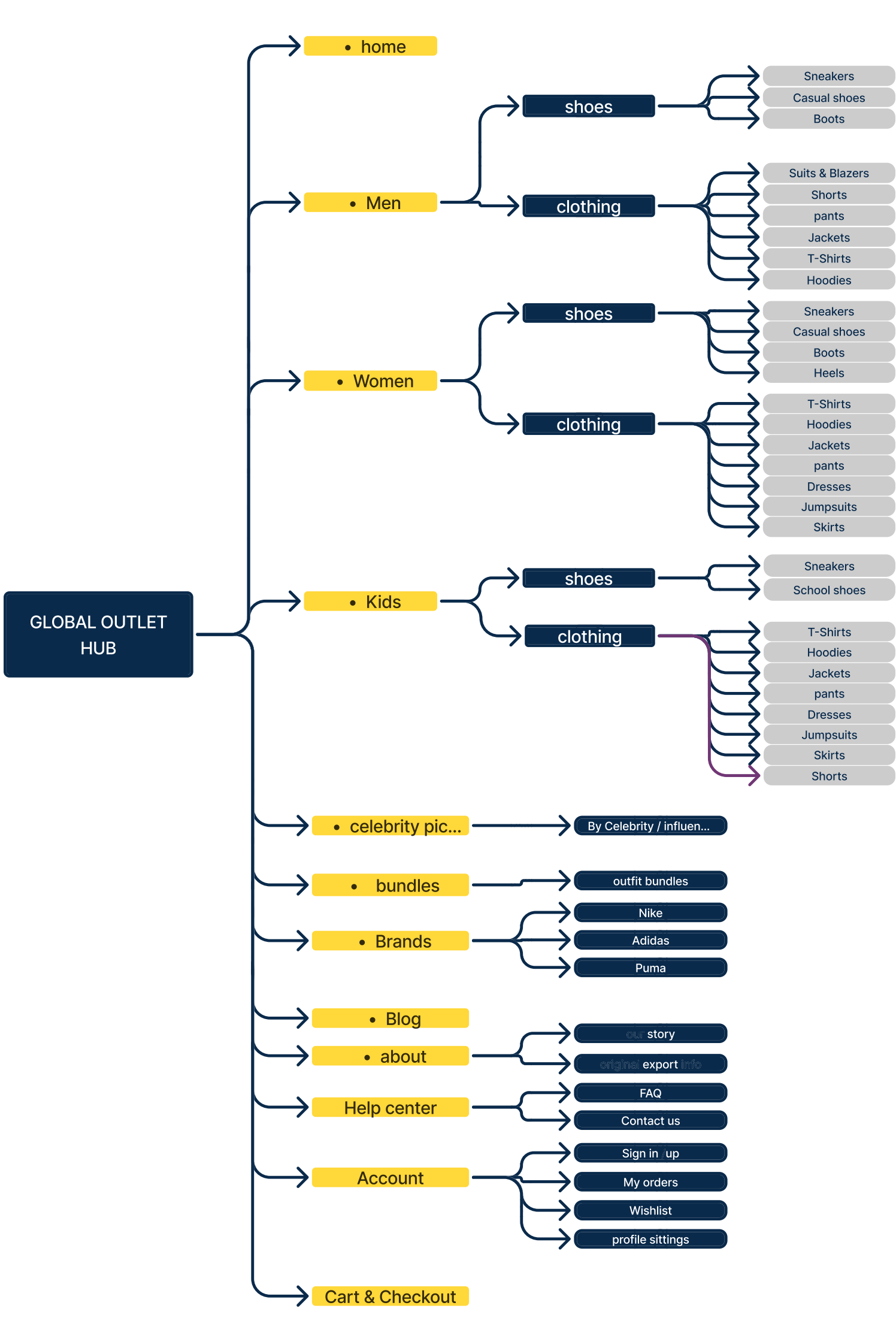
Support
- Help center
- Contact support
- Return & refund policy
- Shipping information
- FAQs

Account
- My orders
- Wishlist
- Saved items
- Address book
- Payment methods
- Notifications
- Edit profile
- Security settings

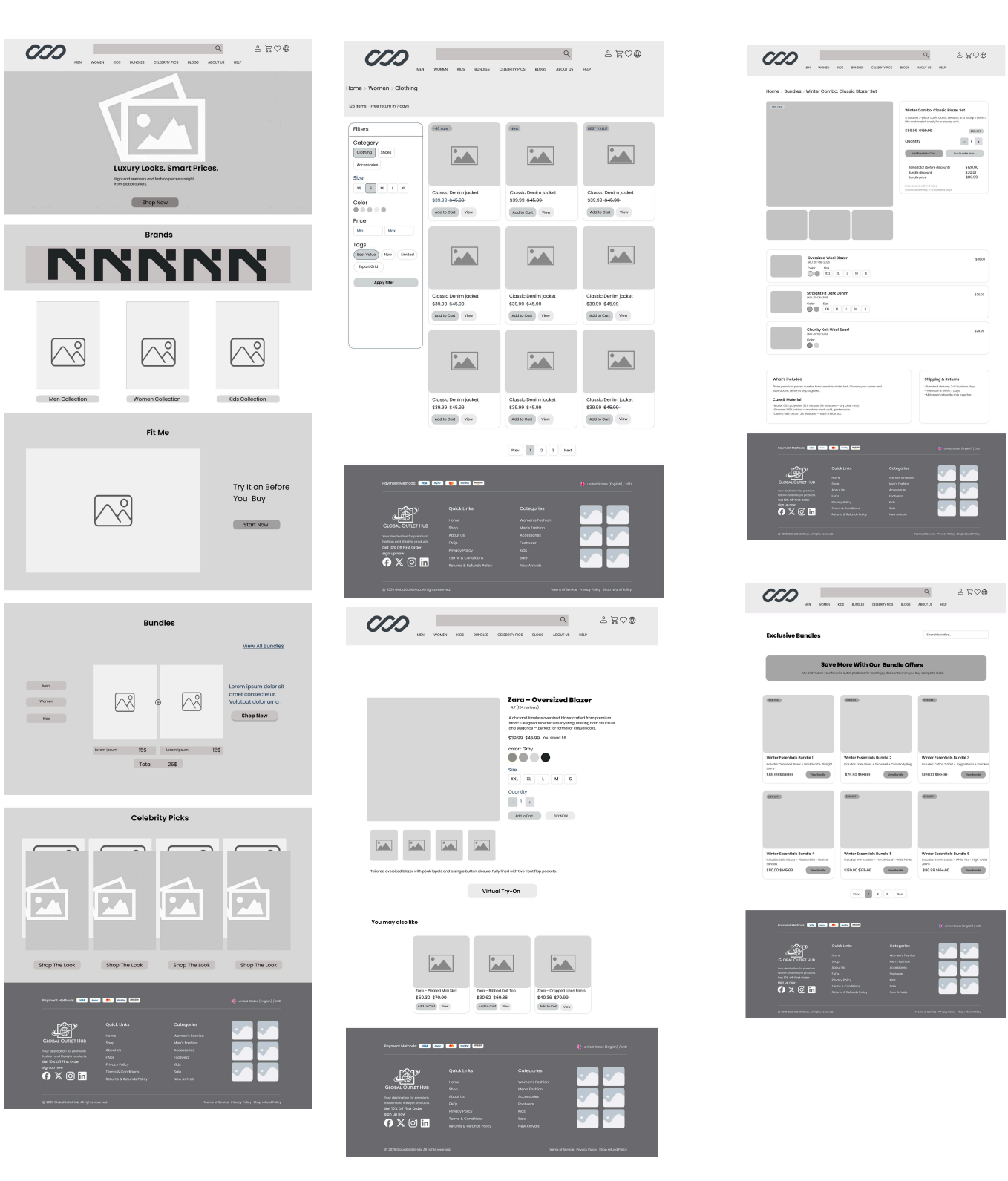
Offers & Discounts
- Outlet deals
- Flash sales
- Brand discounts
- Coupons
- Bundle offers

About us
- About the app
- Our mission
- Team
- Terms & conditions
- Privacy policy

Information Architecture


GLOBAL OUTLET HUB
home
Men
shoes
Sneakers
Casual shoes
Boots
clothing
Suits & Blazers
Shorts
pants
Jackets
T-Shirts
Hoodies
Women
shoes
Sneakers
Casual shoes
Boots
Heels
clothing
T-Shirts
Hoodies
Jackets
pants
Dresses
Jumpsuits
Skirts
Kids
shoes
Sneakers
School shoes
clothing
T-Shirts
Hoodies
Jackets
pants
Dresses
Jumpsuits
Skirts
Shorts
celebrity pic...
By Celebrity / influen...
bundles
outfit bundles
Brands
Nike
Adidas
Puma
Blog
about
story
export
Help center
FAQ
Contact us
Account
Sign in up
My orders
Wishlist
profile sittings
Cart & Checkout

High-Fidelity Wireframes



Typography & Colors

Font Used

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

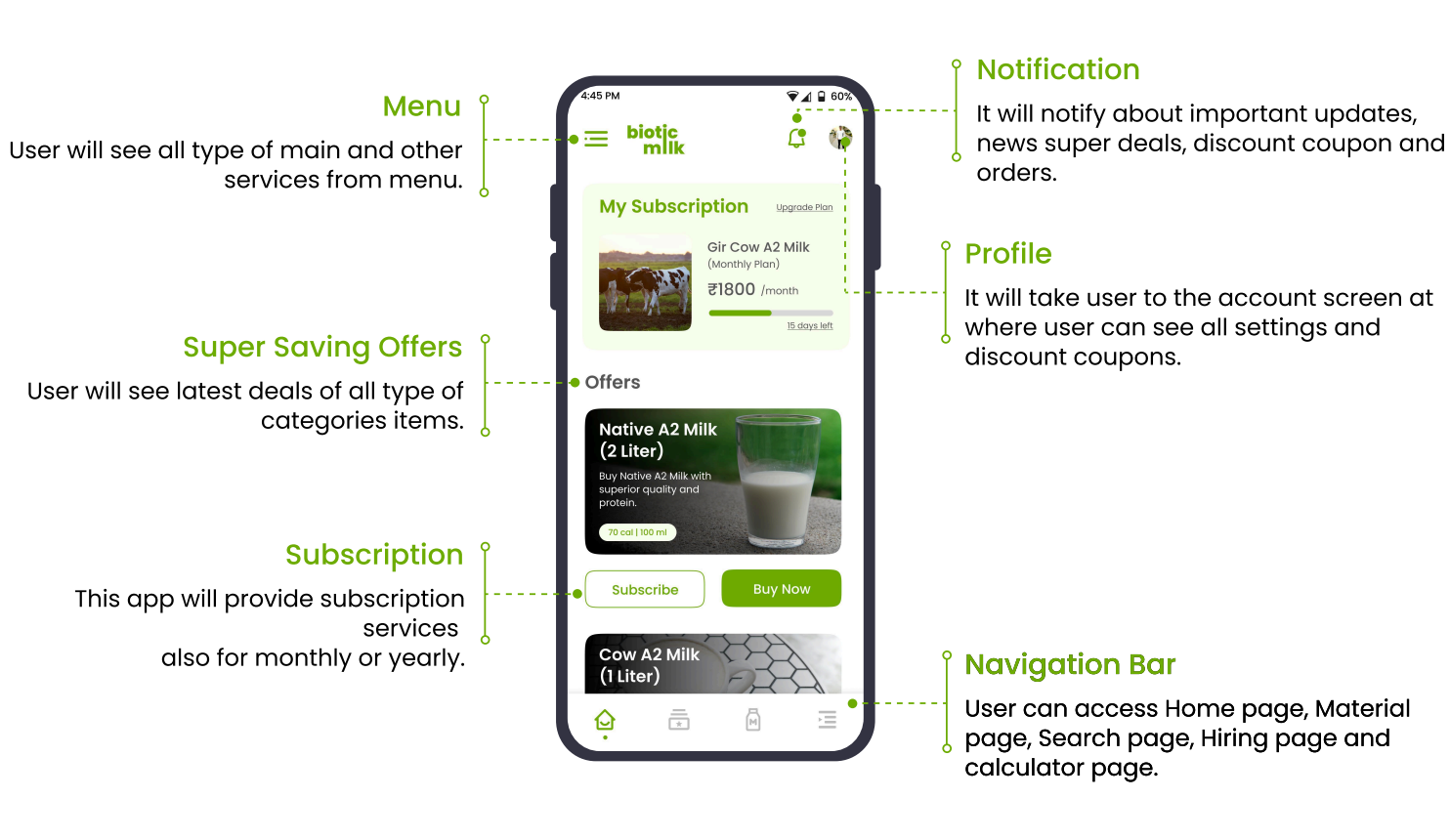
Poppins is a clean, modern, and highly readable sans-serif typeface.
It works perfectly for e-commerce interfaces because it provides excellent clarity on both mobile and desktop screens.
It also offers a wide variety of weights, making it suitable for headings, buttons, and body text.

Available Weights:
- **Poppins Bold**
- **Poppins SemiBold**
- Poppins Medium
- Poppins Regular

Color Used

Primary Color	Secondary Color	Text Color	Text Color	Gredient BG Color	Highlight Color
#0B2B4C	#BDC66C	#0F0F0F	#53565D	#F6F2EB #FFFFFF	#F6F2EB #FFFFFF

Visual Design


biotic milk
My Subscription
Gir Cow A2 Milk
₹1800 /month
Offers
Native A2 Milk (2 Liter)
Subscribe
Buy Now
Cow A2 Milk (1 Liter)

Menu
User will see all type of main and other services from menu.

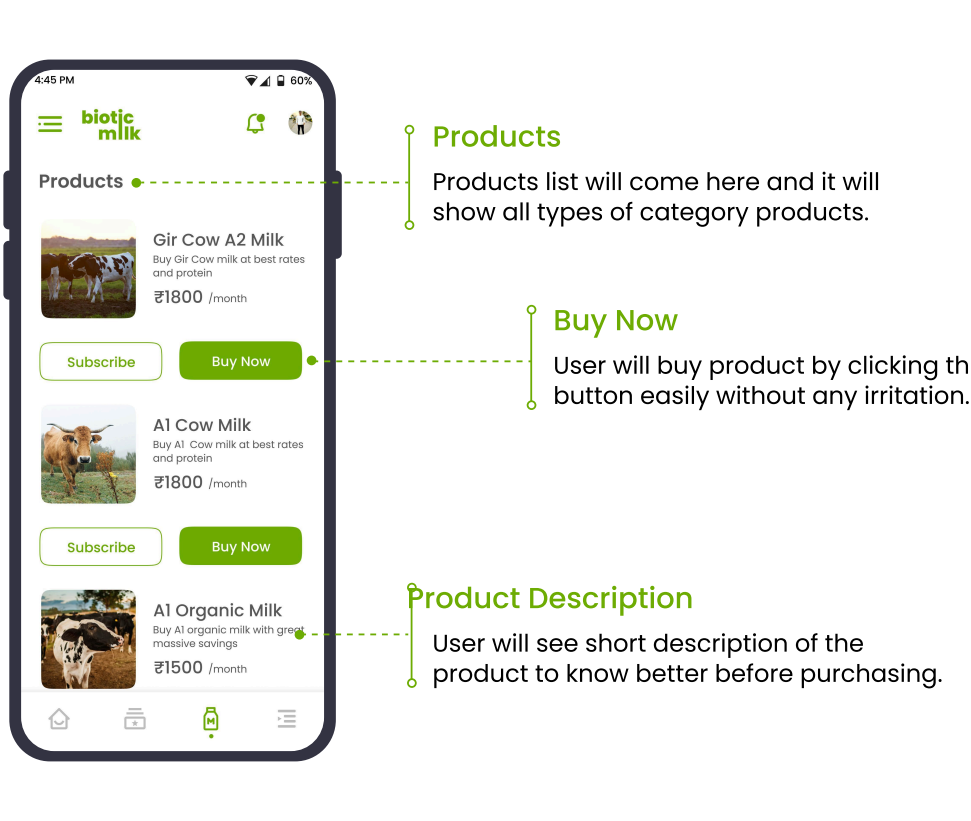
Super Saving Offers
User will see latest deals of all type of categories items.

Subscription
This app will provide subscription services also for monthly or yearly.

Notification
It will notify about important updates, news super deals, discount coupon and orders.

Profile
It will take user to the account screen at where user can see all settings and discount coupons.

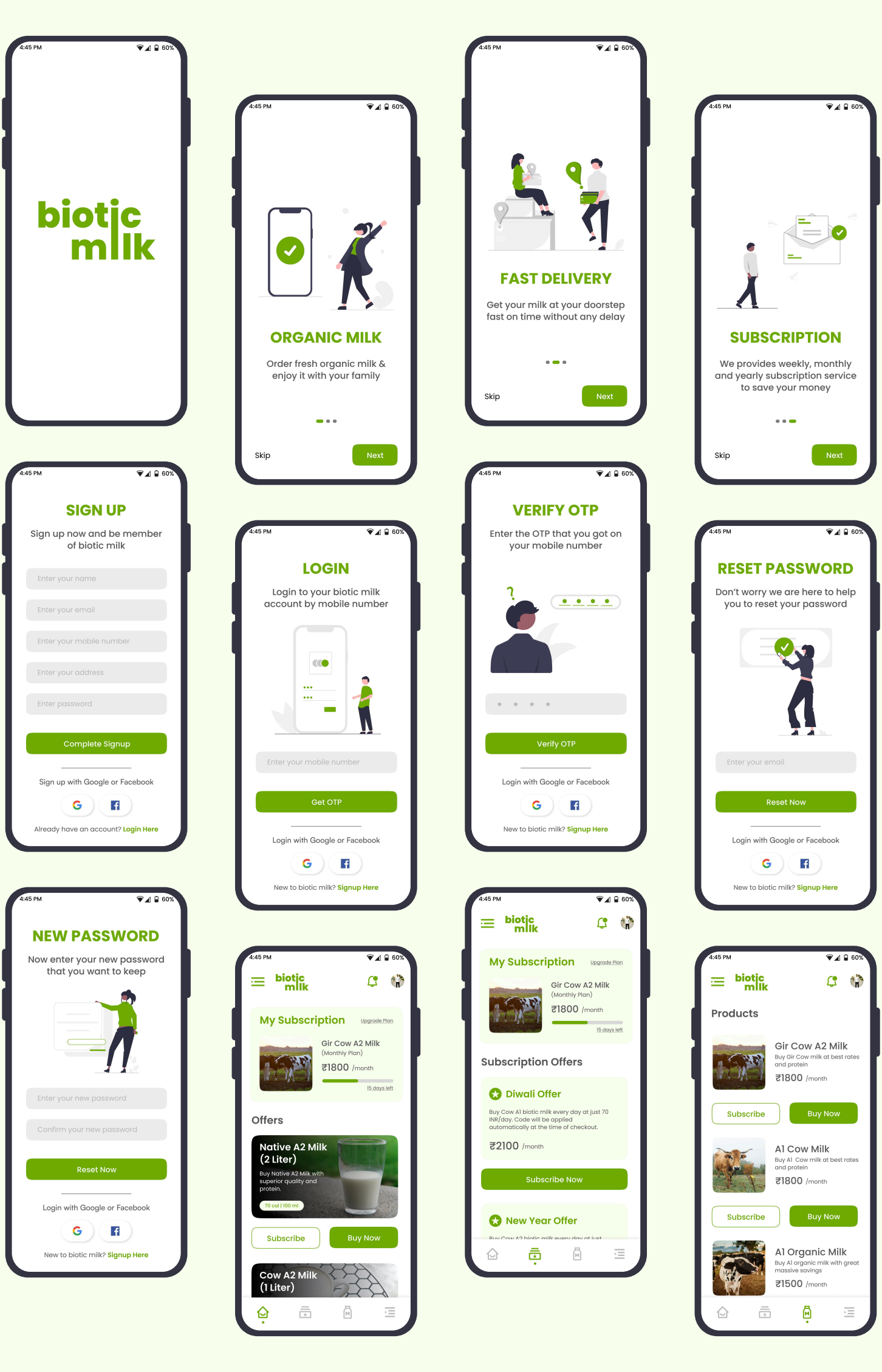
Navigation Bar
User can access Home page, Material page, Search page, Hiring page and calculator page.


biotic milk
Products
Gir Cow A2 Milk
₹1800 /month
Subscribe
Buy Now
A1 Cow Milk
₹1800 /month
A1 Organic Milk
₹1500 /month

Products
Products list will come here and it will show all types of category products.

Buy Now
User will buy product by clicking this button easily without any irritation.

Product Description
User will see short description of the product to know better before purchasing.



biotic milk

ORGANIC MILK
Order fresh organic milk & enjoy it with your family

FAST DELIVERY
Get your milk at your doorstep fast on time without any delay

SUBSCRIPTION
We provides weekly, monthly and yearly subscription service to save your money

SIGN UP
Sign up now and be member of biotic milk

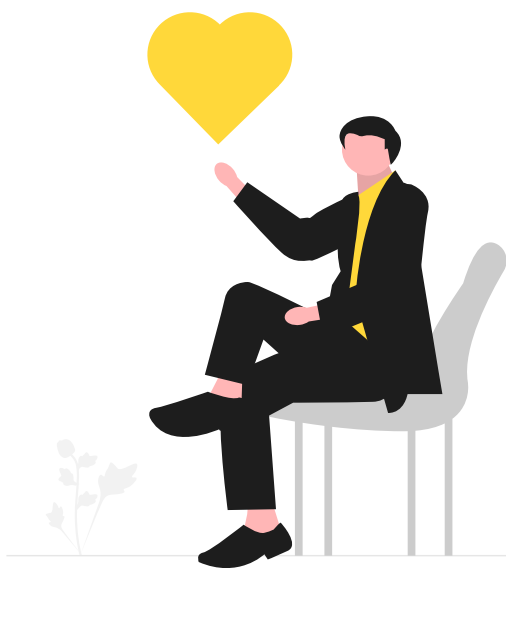
LOGIN
Login to your biotic milk account by mobile number

VERIFY OTP
Enter the OTP that you got on your mobile number

RESET PASSWORD
Don't worry we are here to help you to reset your password

NEW PASSWORD
Now enter your new password that you want to keep

Skip
Next
Complete Signup
Sign up with Google or Facebook
Already have an account? Login Here
Get OTP
Login with Google or Facebook
New to biotic milk? Signup Here
Verify OTP
Reset Now
My Subscription
Offers
Subscription Offers
Diwali Offer
₹2100 /month
Subscribe Now
New Year Offer
Products



Thank you for your time :)

Feel free to provide your valuable suggestion and comments