# Project Overview

The Soonlust E-Commerce Platform Is A Modern, User-Centric Online Fashion Store That Combines Aesthetics And Functionality. The Design Emphasizes Simplicity, Clean Typography, And Engaging Visuals To Offer Users A Seamless Shopping Experience. With Features Like A 'Deal Of The Day,' Curated Collections, And Customer Testimonials, It Bridges The Gap Between Trend-Focused Fashion And Easy Accessibility. The Platform's Mission Is To Create A Personalized Shopping Experience, Catering To Both Casual And Fashion-Forward Users.

# Problem Statement From Existing Platforms

1. Overwhelming Interface: Users Often Feel Lost Due To Cluttered Layouts And Excessive Options That Reduce Navigation Efficiency.
2. Lack Of Personalization: Many Platforms Fail To Provide Personalized Recommendations Based On User Preferences, Leading To Lower User Engagement.
3. Slow Loading Times: Speed Remains A Critical Issue, As Delays In Loading Can Significantly Increase Cart Abandonment Rates.
4. Unclear Product Information: Users Often Struggle With Insufficient Details Or Inadequate Photos, Which Can Lead To Hesitation And Reduced Trust.

# Quantitative Analysis

1. Product Discovery: 60% Of Users Report Frustration With Poorly Structured Search And Filtering Options On E-Commerce Platforms .
2. Bounce Rates: Aesthetic And Functional Websites See A 50% Reduction In Bounce Rates Compared To Outdated Designs .
3. Conversion Boost From Reviews: Platforms That Highlight Reviews And Testimonials See Up To A 20% Increase In Sales .
4. Mobile Optimization: Over 73% Of E-Commerce Traffic Now Comes From Mobile Devices, Emphasizing The Importance Of Responsive And Mobile-Friendly Design .
5. Visual Appeal: Studies Suggest That Aesthetically Pleasing Designs Improve Users' First Impressions And Increase Time Spent On A Site By 35% .

Links: Baymard.

60% Of Users Report Frustration With Poorly Structured Search And Filtering Options On E-Commerce Platforms .

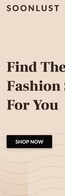
Aesthetic And Functional Websites See A 50% Reduction In Bounce Rates Compared To Outdated Designs

Studies Suggest That Aesthetically Pleasing Designs Improve Users' First Impressions And Increase Time Spent On A Site By 35% .

# Qualitative Analysis

1. User-Centric Navigation: Intuitive Navigation Improves User Experience, Allowing Customers To Find Their Desired Products With Ease And Reducing Frustration.
2. Visual Appeal: A Visually Appealing Design Enhances Users' Perception Of The Platform, Making It Appear More Professional And Trustworthy.
3. Trust Through Testimonials: Highlighting Customer Reviews And Testimonials Builds Credibility And Helps Potential Buyers Feel More Confident In Their Purchase Decisions.
4. Mobile Optimization: With The Increasing Dominance Of Mobile Shopping, A Responsive And Mobile-Friendly Design Ensures Accessibility And A Positive User Experience Across Devices.

# User Persona



**Aditi Bhatia**

Social Media Influencer

| | |
|---|---|
| AGE | 25 |
| GENDER | FEMALE |
| STATUS | SINGLE |
| EDUCATION | GRADUATION |
| LOCATION | MUMBAI |

#Influencer #Creative #Fashion #Trends #Vlogger #Blogger

Aditi Seeks Trendy, Versatile Outfits That Can Seamlessly Transition Between Her Professional And Personal Life, Such As Photoshoots, Events, And Casual Outings. She Values An E-Commerce Platform With Intuitive Navigation, Allowing Her To Browse Effortlessly And Find Styles That Match Her Aesthetic. High-Quality Visuals, Including Detailed Product Images And Videos, Are Essential To Help Her Make Informed Decisions.

**Bio**

Aditi Is A Renowned Actor And Social Media Influencer With A Large Following Who Looks Up To Her For Fashion And Lifestyle Inspiration. She Constantly Seeks Stylish, Versatile Outfits To Feature In Her Daily Life And Social Media Content. Due To Her Packed Schedule Of Shoots And Events, She Prefers Platforms That Save Time While Offering A Personalized Shopping Experience.

**Goals**

- Access Trendy And High-Quality Outfits For Events And Shoots.
- Find Products That Match Her Aesthetic For Her Social Media Branding.
- Save Time With User-Friendly Navigation And Personalized Recommendations.
- Discover Exclusive, Curated Collections And Styling Suggestions.

**Frustrations**

- Generic Product Recommendations That Don't Match Her Style.
- Lack Of Mobile Optimization, Making Shopping On The Go Difficult.
- Limited Product Details, Such As Sizing Or Material Information.
- Long Loading Times, Causing Delays And Disrupting Her Busy Schedules.

**Interests**

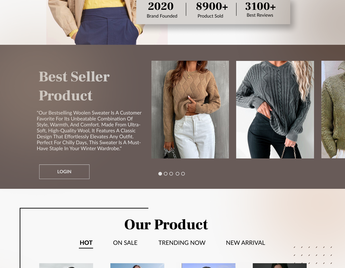
- Curating Outfits For Shoots, Events, And Social Media Content.
- Trending And Exploring Global Fashion Trends.
- Connecting With Her Audience Through Relatable Content.
- Discovering New Brands And Supporting Innovative Designs.

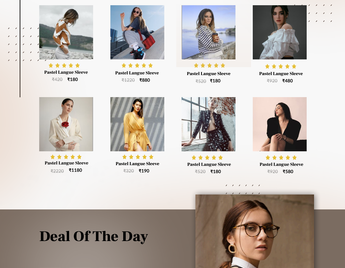
**Influencers**

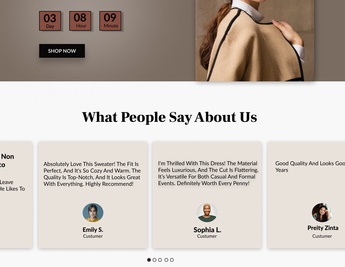
- Social Media Platforms Like Instagram And TikTok.
- Fashion Blogs And Celebrity Trends.
- Seasonal Runway Collections And Global Influencers.
- Feedback From Her Followers On Her Outfits And Style Choices.

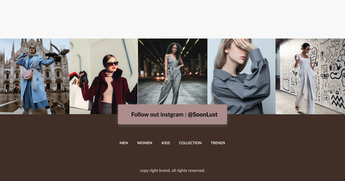
# Solution Statement

- Seamless Navigation: Intuitive Categories And Filters Enable Quick Discovery Of Fashion Styles.
- Engaging Visuals: High-Quality Product Imagery And A Clean Layout Enhance The Browsing Experience.
- Personalization: Highlighted Testimonials And User-Focused Features Create A Trustworthy Shopping Environment.
- Promotions And Urgency: The "Deal Of The Day" Feature Encourages Repeat Visits And Increases Urgency-Driven Sales.










MEN WOMEN KIDS COLLECTION TRENDS

copy right brand, all rights reserved.