Introduction

Hi,Iam Barsha, a UI/UX designer with a background in pharmacy and a passion for creating intuitive digital experiences. With a strong analytical mindset and an eye for detail, I design user-friendly interfaces that blend aesthetics with functionality. My work is driven by research, user needs, and a love for problem solving.

Project : Modish - Online Clothing Store

Modish is a vintage clothing store that offers a seamless shopping experience. My process involved user research, wireframing, and high-fidelity prototyping to ensure a smooth and visually appealing shopping experience.
Skills Used: UI/UX Design, Wireframing, Prototyping, User Research
Tools Used: Figma

About Me

My name is Great Barsan, and I'm a UI/UX designer with a passion for crafting user-centered digital experiences. With a background in physiotherapy, I bring a unique perspective to design—focusing on accessibility, usability, and the way people interact with technology.
My journey into design began with a curiosity about how small changes in interfaces can impact user behavior. I have experience in UX research, wireframing, prototyping, and front-end basics. I enjoy solving design challenges and creating products that enhance users' lives.
Beyond design, I'm always learning, whether it's mastering new design tools or exploring emerging trends in UX/UI. Let's connect and create something great!

Introduction

Modish is an online clothing store designed to provide a smooth and user-friendly shopping experience. The goal is to help customers easily browse products, add items to the bag, and purchase products. My role in this project included user research, wireframing, and usability testing to improve the overall experience.

Problem Statement

Users face challenges in navigating the Modish online store due to an unclear login process, complex checkout steps, and difficulty in searching and filtering products. These issues can lead to frustration and cart abandonment, affecting overall user satisfaction and sales.

Research

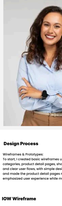
To understand user needs and pain points, I conducted user research through surveys and usability testing.

Key insights revealed that users struggled with:

Login and Password Recovery: Confusion in resetting passwords and accessing accounts.
Search and Filtering: Difficulty in finding desired products due to limited options.
Checkout Process: Users found the payment process lengthy and complex, leading to drop-offs.

Based on these findings, improvements were made to enhance usability and streamline the shopping experience.

Age: 28
Occupation: Marketing Specialist
Vacation Location: UK
Tech Savvy Level: Intermediate
Background
Sarah is a busy professional who loves shopping for trendy and affordable clothing online. She prefers a smooth and user-friendly interface that allows her to quickly find products, compare options, and make secure payments without hassle.
Needs
Easy browse and filter clothing categories.
Quickly find desired products based on size, color, and price.
Have a smooth and secure checkout experience.
Frustrations (Pain Points)
Complicated sign-in and password recovery process.
Difficulty in filtering products effectively.
Checkout process is too long and has many fields to fill.
Motivations
Discovering new fashion trends effortlessly.
Enjoying a hassle-free shopping experience.
Secure and flexible payment options.
Preferred Platforms
Mobile App (iOS and Android)
Web Browser (Chrome, Safari)
Sarah represents Modish's typical customer, seeking a hassle-free and enjoyable online shopping journey.



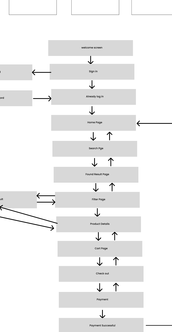
Name: Emma-Davis
Age: 35
Occupation: Graphic Designer
Vacation Location: USA
Tech Savvy Level: High
Background
Emma is a freelance consultant living professional who frequently shops online for trendy and sustainable clothing. She prefers a hassle-free shopping experience that offers personalized recommendations and smooth navigation.
Needs
Find stylish and eco-friendly clothing options quickly.
Use advanced filters to refine searches by style, price, and size.
Have a smooth and secure checkout experience.
Frustrations (Pain Points)
Confusing login and account recovery process.
Difficulty finding eco-friendly or sustainable products.
Complicated checkout with hidden costs.
Motivations
Staying up to date with the latest fashion trends.
Access to discounts and promotions.
A fast and efficient shopping experience.
Preferred Platforms
Mobile App for on-the-go shopping.
Desktop Website for a larger screen shopping experience.
Emma values a seamless and visually appealing online shopping experience that aligns with her busy lifestyle.

Design Process

Wireframes & Prototypes:
To understand user needs and streamline usability, I began with low-fidelity wireframes. This included key screens like the home page, product listing, product details, cart, and checkout. These wireframes helped me visualize the layout, ensure clear navigation, and prioritize essential features and user flows, with simple design elements to test usability. After gathering feedback from initial users, I simplified the navigation even more and made the product detail pages more visually appealing by adding high-quality images and concise descriptions. The final prototype emphasized user experience while maintaining a clean, modern aesthetic.

KIWI Wireframe

User flow diagram



Features & Functionality:

The Modish online store is designed to offer a seamless and enjoyable shopping experience. The core features of the platform include:
Home Page:
The Home Page serves as a welcoming introduction to Modish, with easy access to key categories like "New Arrivals," "Best Sellers," and "Sale." The layout is clean and modern, featuring high-quality images and product highlights to capture user attention.
Product Categories:
Users can browse clothing by categories such as "Men's," "Women's," "Accessories," and "Shoes," each category page is organized with intuitive filtering options to refine searches by size, color, price, and brand.
Product Detail Pages:
Detailed product pages include high-resolution images, size charts, fabric details, and customer reviews. Users can easily select size, color, and quantity before adding items to their cart.
Shopping Cart:
The shopping cart allows users to review their selections, change quantities, remove items, or continue shopping. A clear price breakdown, including any discounts or promotions, is displayed.
Checkout Process:
The checkout flow is simple and secure, guiding users through their shipping information, choosing a payment method, and reviewing the final order. Payment options include credit cards, PayPal, and other digital wallets.
User Accounts:
Users can create accounts to save their shipping details, track order history, and manage wishlists. Account holders can also receive personalized product recommendations based on their browsing and purchasing history.
Search & Filters:
An intuitive search bar and advanced filtering system allow users to easily find products by keyword, category, or specific attributes like size, color, and price.
Responsive Design:
The website is fully responsive, providing a smooth browsing experience across devices, including desktops, tablets, and smartphones.

User Testing & Feedback:

User testing was conducted with two groups: frequent online shoppers and first-time buyers. Participants tested tasks such as browsing, adding items to the cart, and checking out.
Key feedback included:
Simplified Navigation: suggested making the mobile menu more prominent, which led to design adjustments.
Product Pages: Larger images and zoom functionality were requested, and these were implemented.
Checkout Process: Feedback indicated it was too lengthy, so steps were streamlined for clarity.
Performance: Slow loading on older devices was noted, and image optimization was prioritized.
Post-testing, we refined navigation, improved mobile responsiveness, enhanced product images, and simplified checkout. Continuous feedback will be gathered to ensure ongoing improvements.

Mid Wireframe

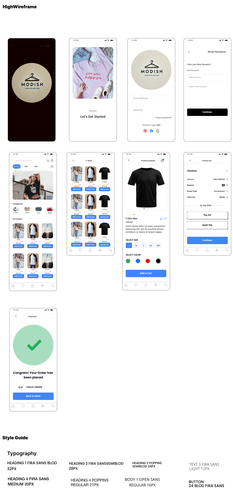
Challenges:

Throughout the design process, several challenges arose:
Ensuring Responsiveness: Maintaining consistency across various devices, particularly with navigation and responsiveness, required multiple iterations to fine-tune elements like menus and product images.
Simplifying Navigation: Balancing high-quality visuals with fast loading times posed challenges, particularly for users on older devices.
Streamlining Checkout: Reducing the number of steps in the checkout process while maintaining clarity.
Simplifying Checkout: Designing an intuitive and quick checkout process while maintaining necessary details and security features.
Optimizing Performance: Ensuring fast loading times for high-quality images.
Despite these challenges, the team successfully addressed each issue through testing, feedback, and iterative design changes.

Conclusion:

The design of Modish focused on creating a user-friendly, visually appealing, and efficient online shopping experience. Through user testing and feedback, key improvements were made in navigation, product presentation, and the checkout process. Despite challenges with responsiveness and performance, these issues were addressed through iterative design and optimization. The final prototype demonstrates a streamlined, intuitive, and visually appealing shopping experience, with a focus on accessibility and overall usability. The continuous feedback loop will help ensure that Modish evolves to meet user needs, offering a seamless and enjoyable shopping experience.

HighWireframe



Style Guide

Typography

HEADING 1 FIRA SANS BLOD 33PX

HEADING 2 FIRA SANS MEDIUM 28PX

HEADING 2 FIRA SANSSEMIBOLD SEMIBOLD 24PX

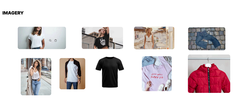
HEADING 3 POPPINS REGULAR 21PX

BODY 1 OPEN SANS REGULAR 16PX

TEXT 2 FIRA SANS LIGHT 12PX

BUTTON 24 BLOD FIRA SANS

IMAGERY



Color

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Icons