Velvet Vogue-Fashion E-Commerce App

“A stylish shopping experience with a luxury feel.”

Overview

Problem Statement

Most fashion e-commerce websites overwhelm users with cluttered designs, too many clicks before purchase, and complicated checkout processes. This often leads to cart abandonment and frustration for users.

Goal

To design and develop a clean, branded shopping experience that feels luxurious yet simple, while ensuring smooth navigation and a fast checkout flow.

My Role

- Brand Identity Design
- Wireframing & Prototyping
- UI Design (Mobile + Desktop)

- Frontend Development (PHP + CSS + MySQL)

Tools Used

- **Design:** Figma, Photoshop, Illustrator
- **Development:** PHP, CSS, HTML, MySQL
- **Collaboration & Version Control:** Notion, GitHub

Timeline

Task	Week 1 (Jun 1-7)	Week 2 (Jun 8-14)	Week 3 (Jun 15-21)	Week 4 (Jun 22-30)
Research & Competitor Analysis	▪▪			
Wireframing & Prototyping		▪▪		
UI Design (Desktop + Mobile)		▪▪	▪▪	
Frontend Development (PHP + CSS)			▪▪	▪▪
Testing & Feedback				▪▪

Research

Personas

👤 Persona 1: Amaya

- **Age:** 23
- **Occupation:** University Student
- **Style:** Fashion-conscious, trend-driven, shops online weekly
- **Goals:** Stay updated with the latest trends, discover affordable yet stylish casualwear, easy checkout
- **Pain Points:** Overwhelmed by cluttered sites, long checkout process, difficulty finding correct sizes

Amaya Singh

Age: 23

Occupation: University Student

Location: Colombo, Sri Lanka

Style: Trend-driven casualwear, inspired by social media

Tech Comfort: High (shops online weekly, active on Instagram/TikTok)

Bio

Amaya is a student who follows fashion trends on social media and shops online frequently. She values affordability, trendy designs, and a smooth mobile shopping experience.

Goals

- Find trendy, affordable clothes
- Discover new arrivals easily
- Quick, mobile-friendly checkout

Pain Points

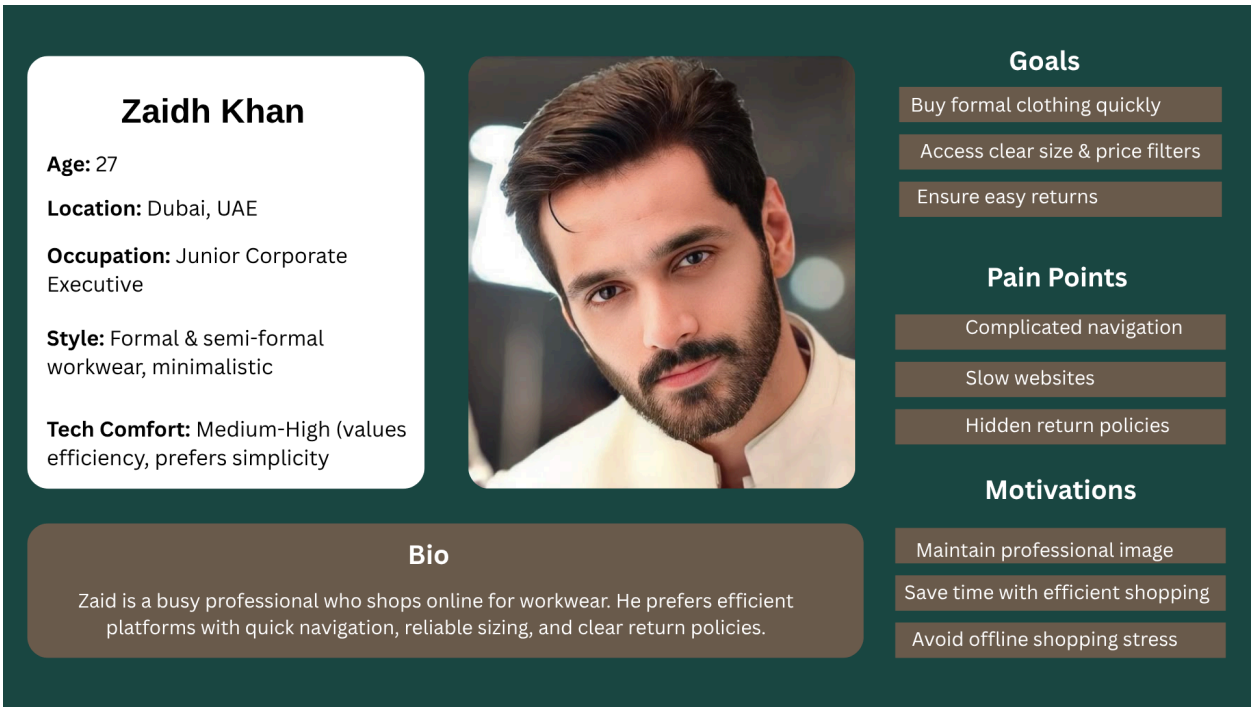
- Cluttered websites
- Long checkout processes
- Confusing size/return info

Motivations

- Express identity through fashion
- Stay ahead of trends
- Save time shopping online

👤 Persona 2: Zaid

- **Age:** 27
- **Occupation:** Young Professional
- **Style:** Prefers formal wear, values efficiency
- **Goals:** Buy office/formal clothing quickly, ensure hassle-free returns, save time during shopping
- **Pain Points:** Complicated navigation, slow websites, return policies hidden in fine print



Pain Points

- Cluttered layouts → hard to find relevant products.
- Long and confusing checkout flows.
- Lack of personalized recommendations.
- Mobile responsiveness issues on competitor apps.

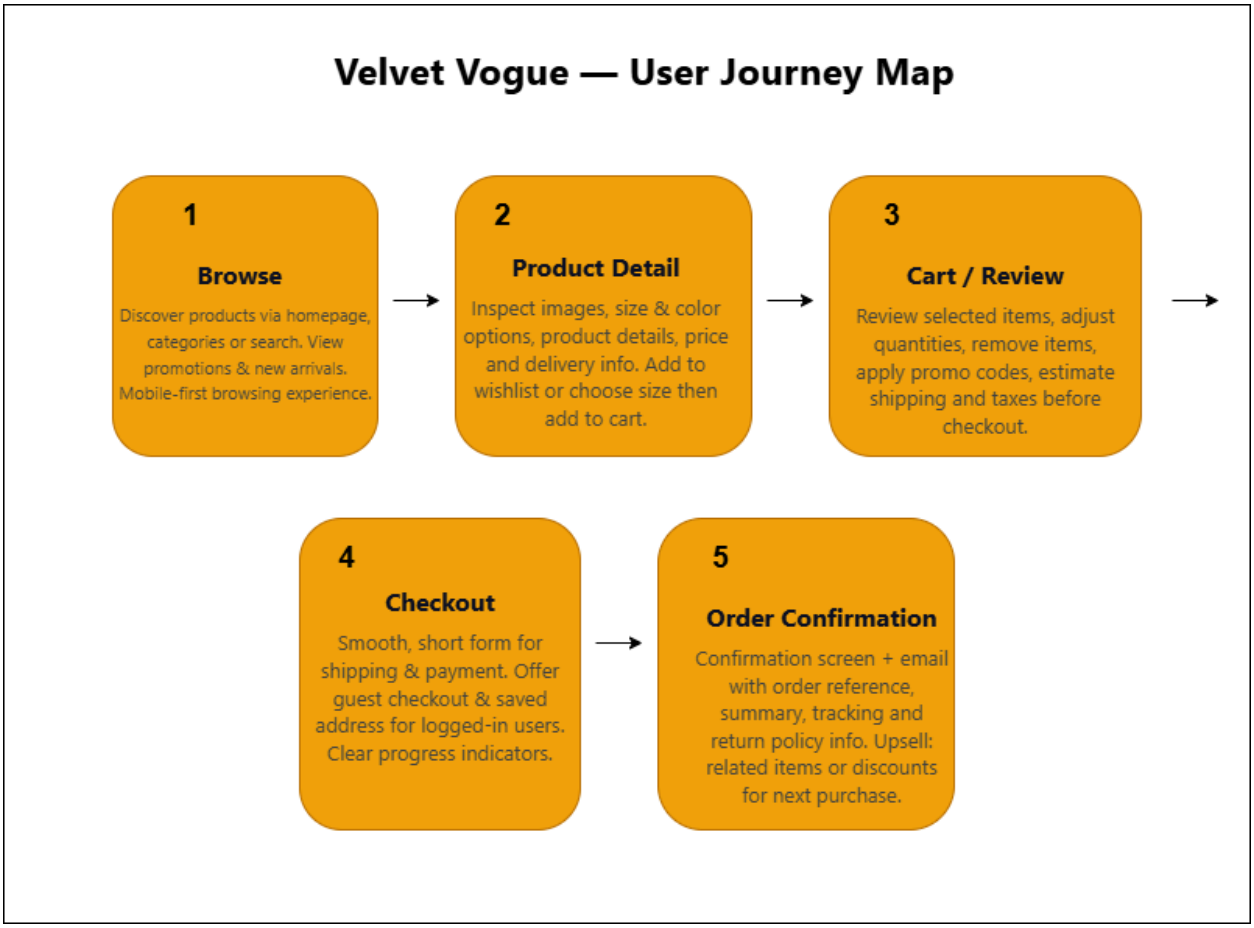
Competitor Analysis

- **Zara:** Elegant branding, but navigation is sometimes confusing.
- **H&M:** Good filters, but too many clicks before checkout.
- **Shein:** Vast variety, but cluttered layout and trust issues.

Insight: A balance between *luxury branding* (like Zara) and *easy usability* (like H&M) is needed.

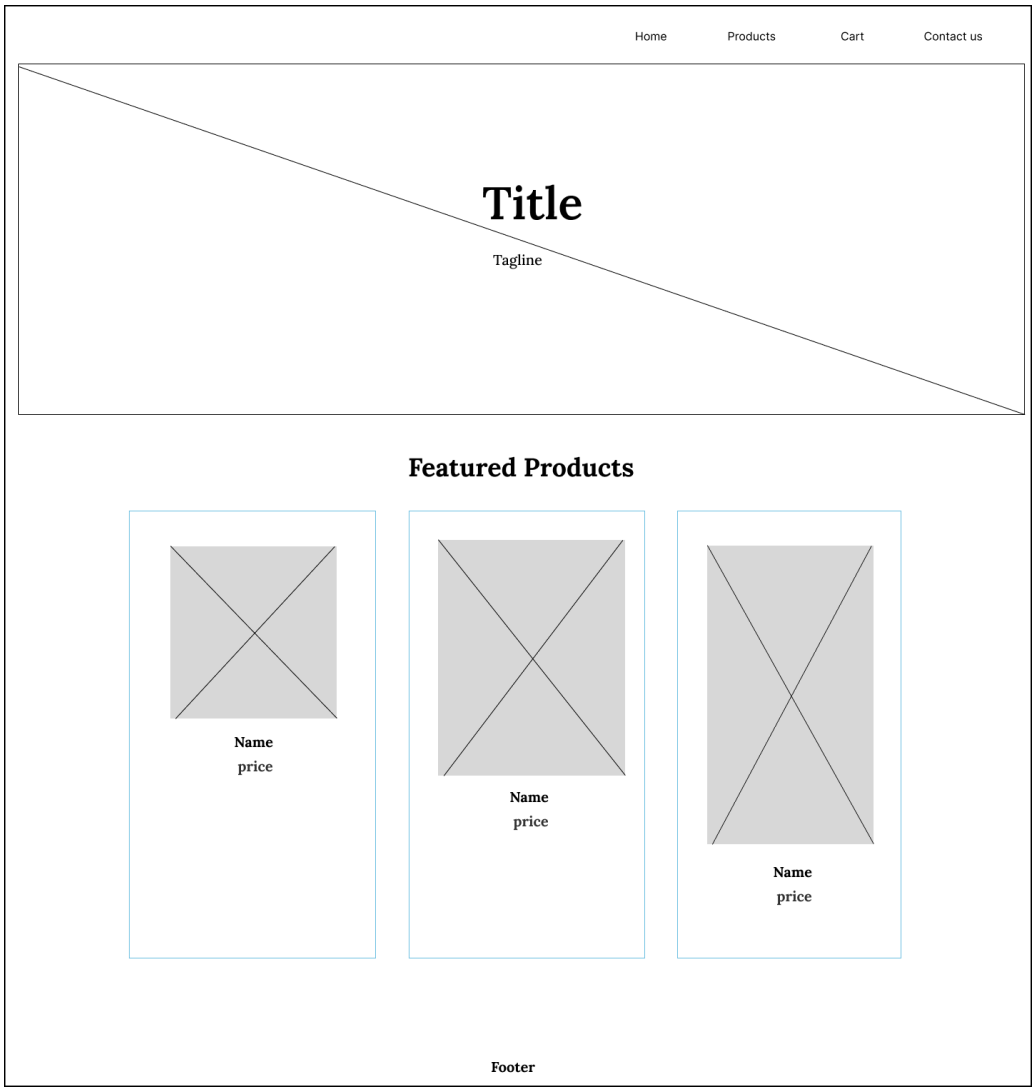
Process

User Journey

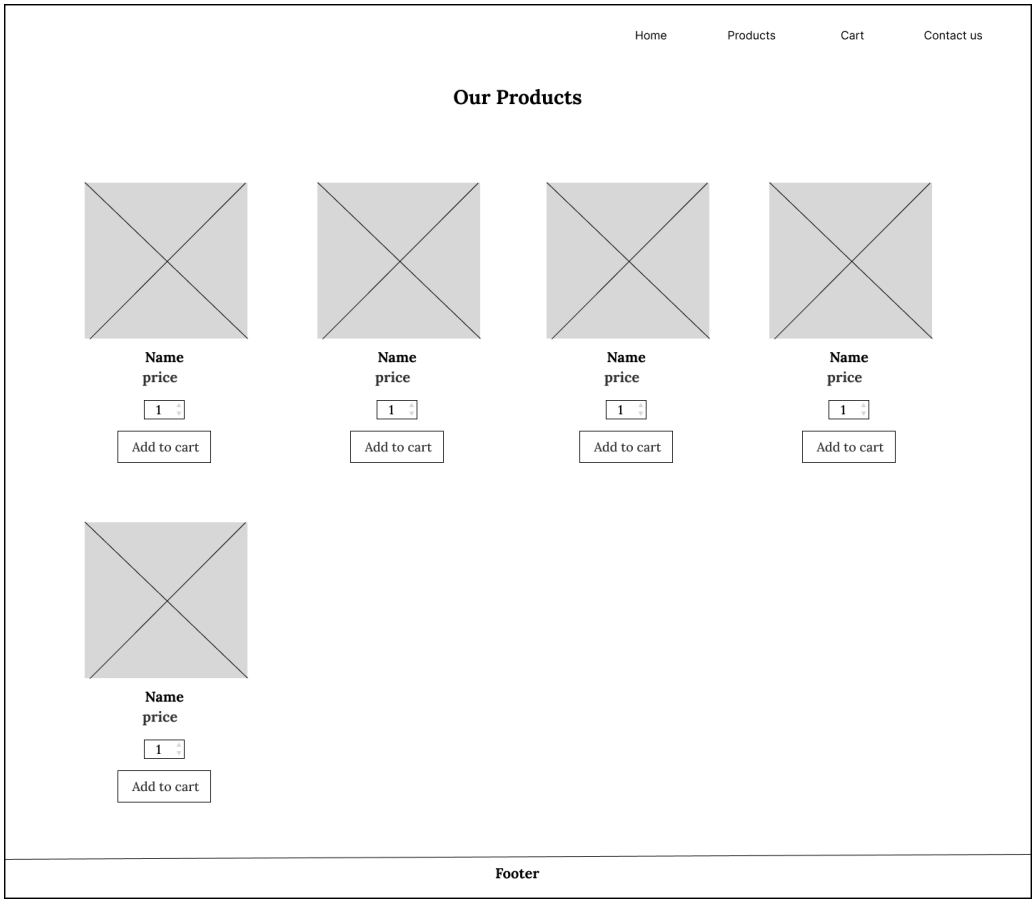


Wireframes

Home page



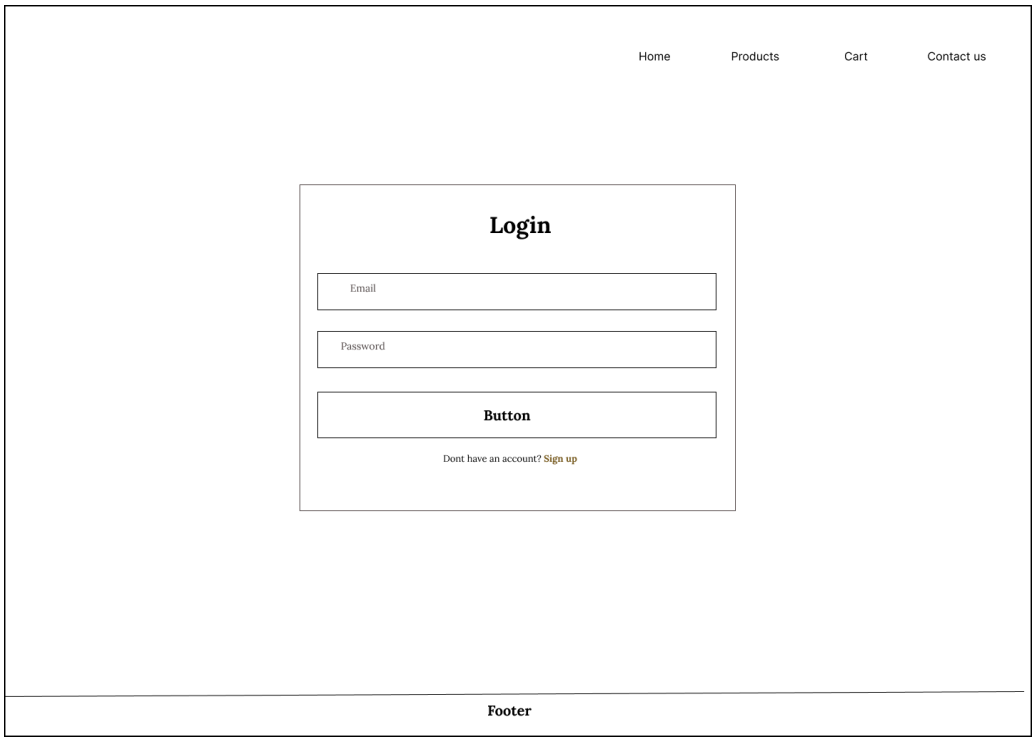
Our Products


Home
Products
Cart
Contact us
Our Products
Name
price
1
Add to cart
Name
price
1
Add to cart
Name
price
1
Add to cart
Name
price
1
Add to cart
Name
price
1
Add to cart
Footer

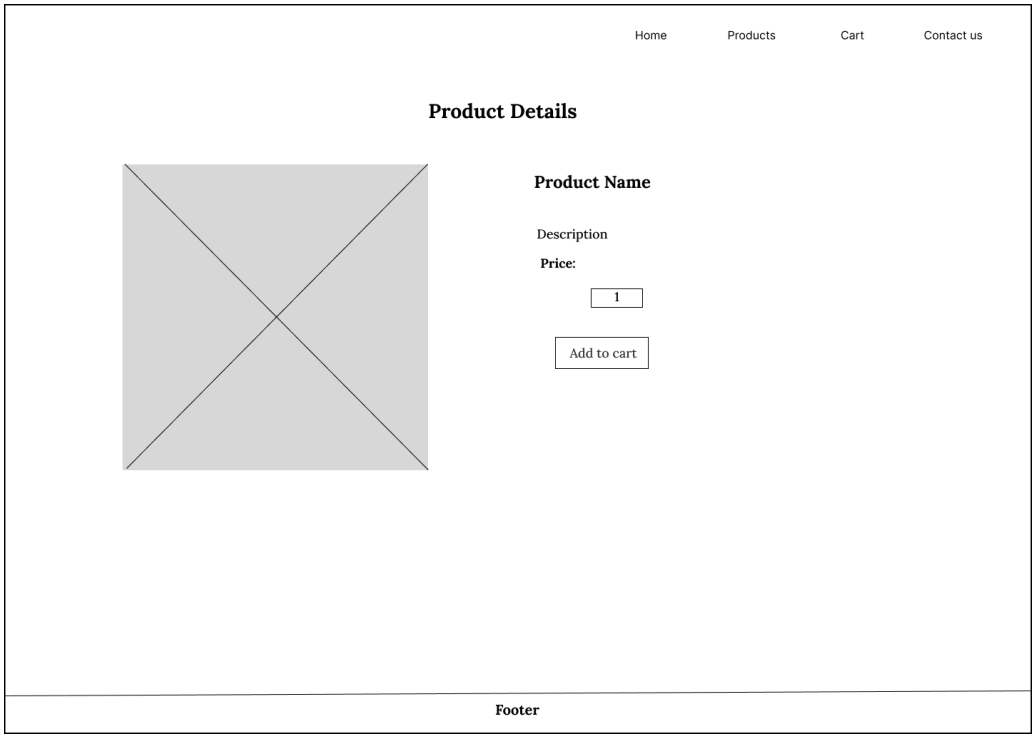
Sign up

Home
Products
Cart
Contact us
Sign Up
Button
Footer

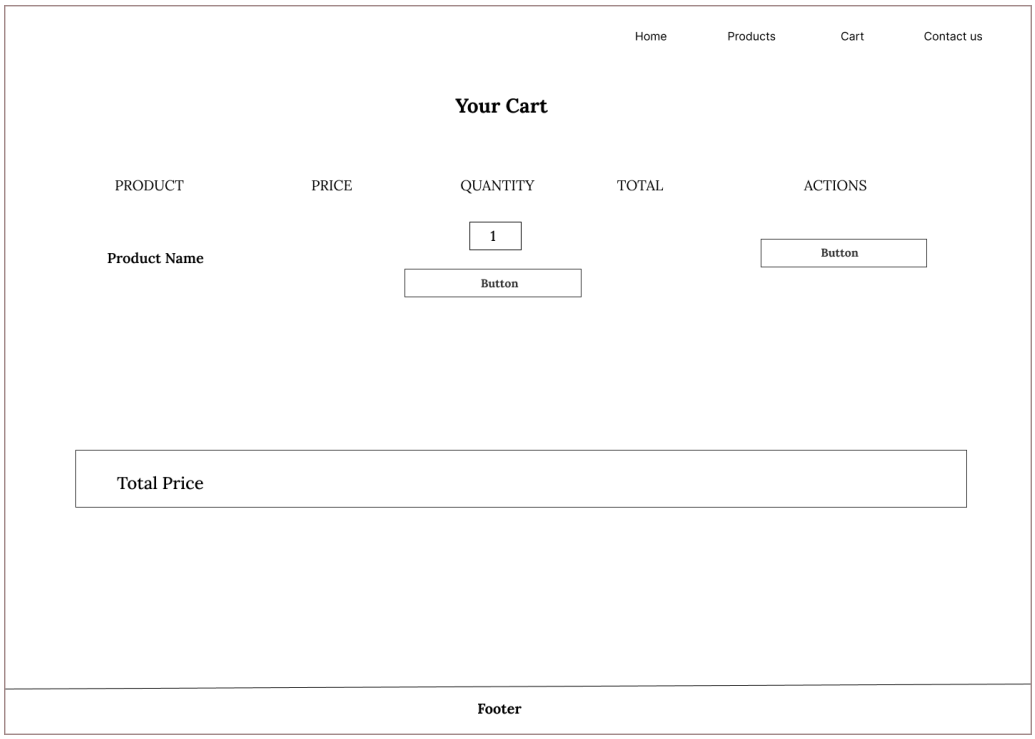
Login


Home
Products
Cart
Contact us
Login
Email
Password
Button
Dont have an account? Sign up
Footer

Product details



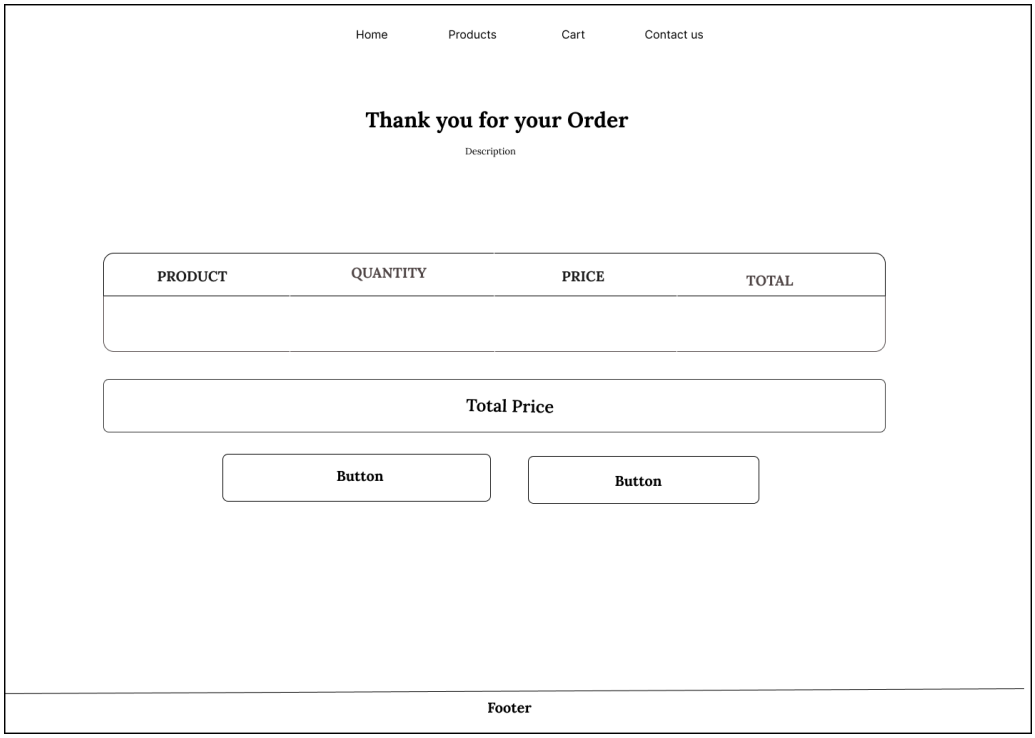
Your cart


Home
Products
Cart
Contact us
Your Cart
PRODUCT
PRICE
QUANTITY
TOTAL
ACTIONS
1
Product Name
Button
Button
Total Price
Footer

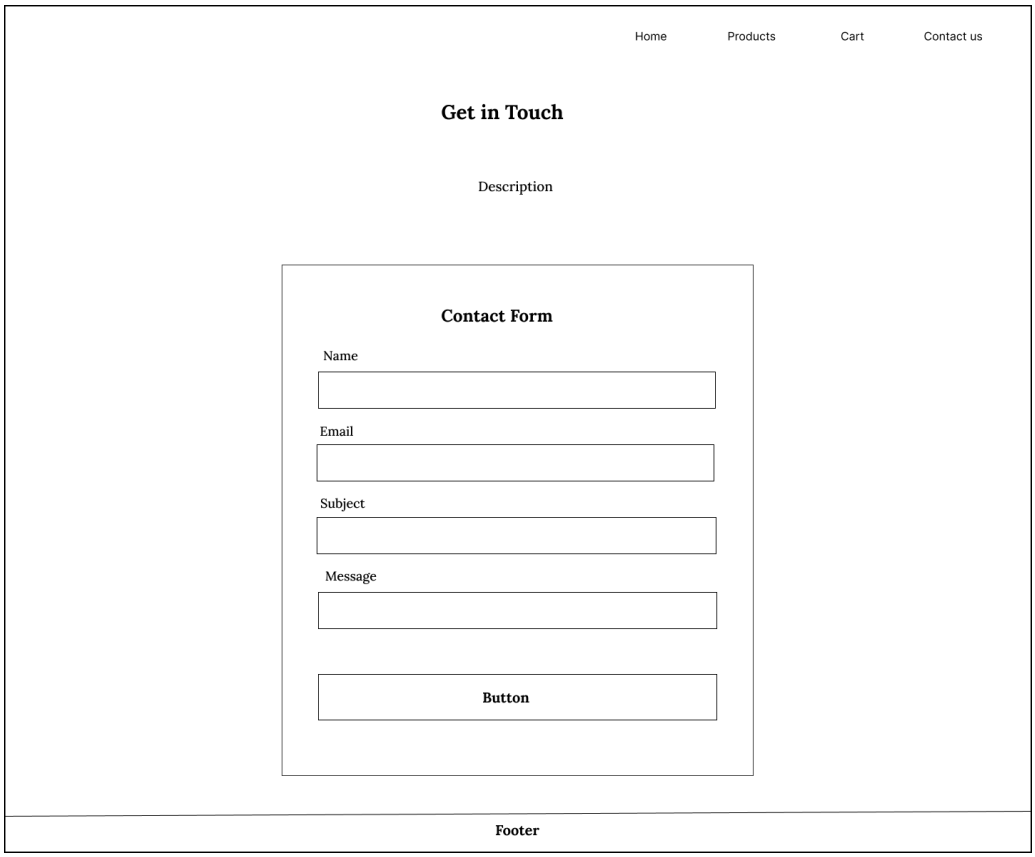
Checkout

Home
Products
Cart
Contact us
Checkout
Total price
Button
Footer

Order Confirmation



Contact us



Design System

Colors

- **Primary Background:** #F4F4F4 (Light Gray)
- **Navigation Bar & Footer:** #333333 (Ash / Dark Gray)
- **Font Color:** #000000 (Black)
- **Form & Image Background Boxes:** #FFFFFF (White)

Typography

- **Headings & Body Text:** Lora (Serif, elegant + readable)

Logo

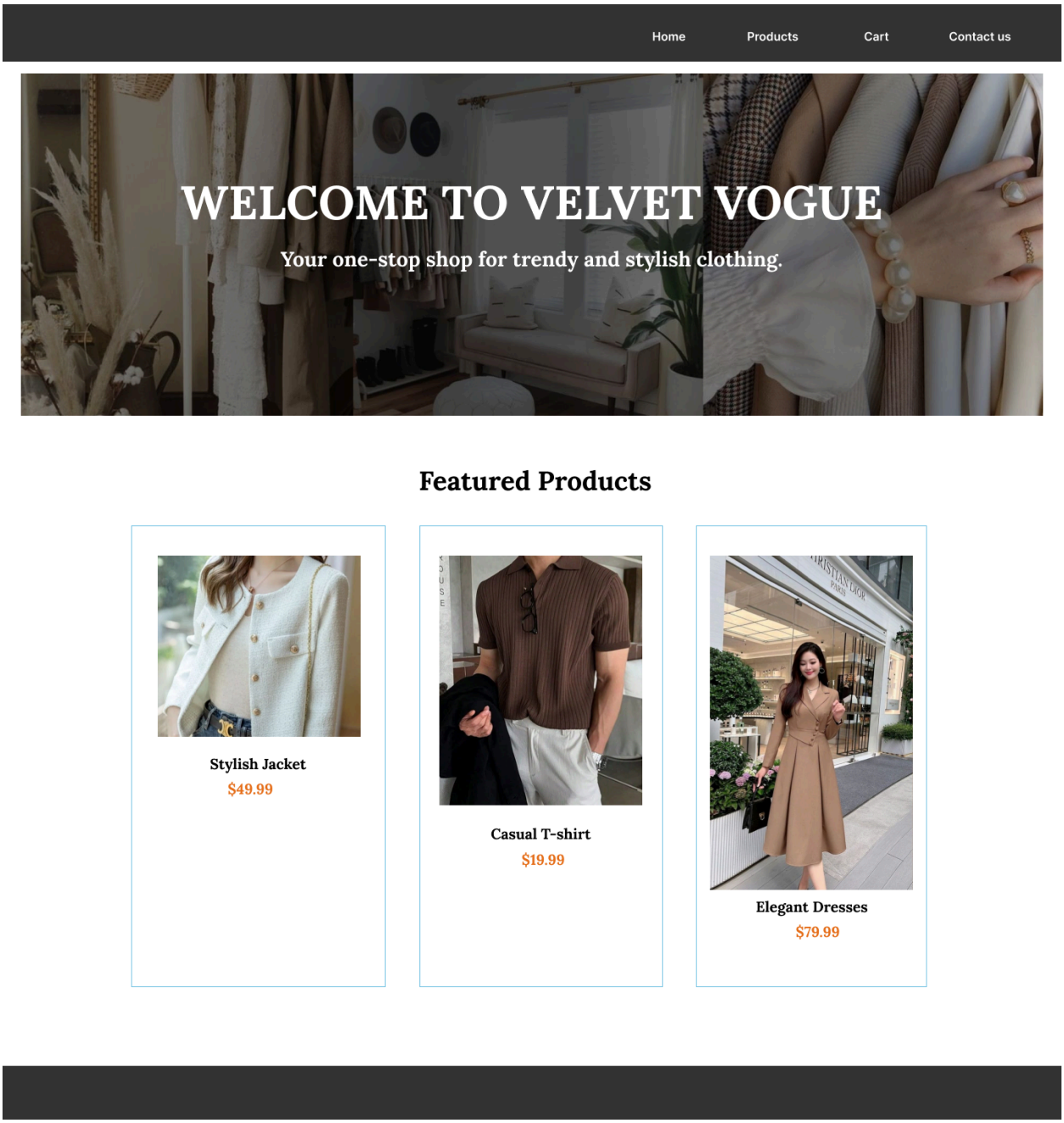
- Minimal **“Velvet Vogue”** wordmark in **black**, with subtle luxury styling.

Usage Notes

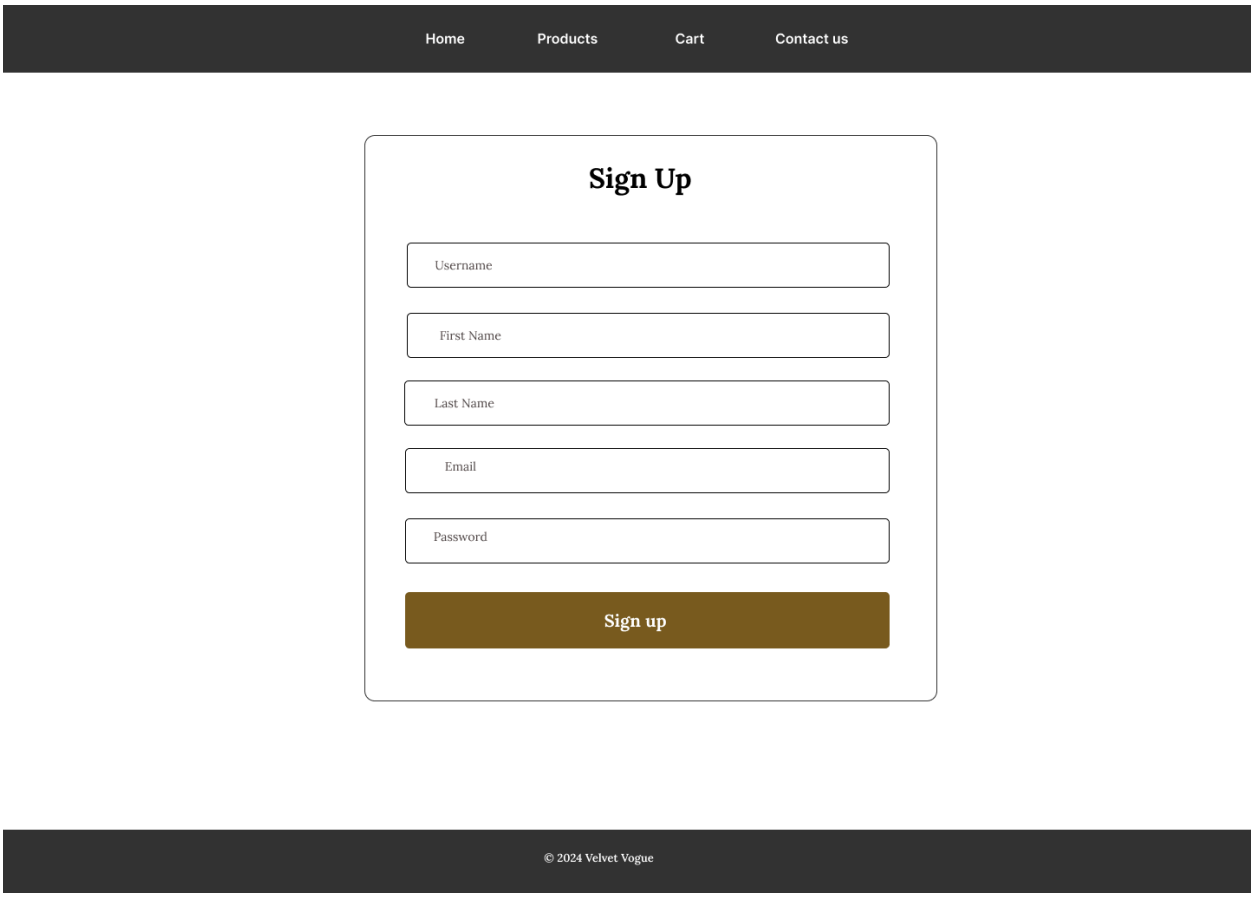
- Keep layouts clean with **ample white space**.
- Use **#333 navigation/footer** to frame the light background.
- Ensure **forms remain white** to highlight input areas.
- Maintain **consistent Lora typography** for both headings and body to keep branding uniform.

UI Design (Final Screen)

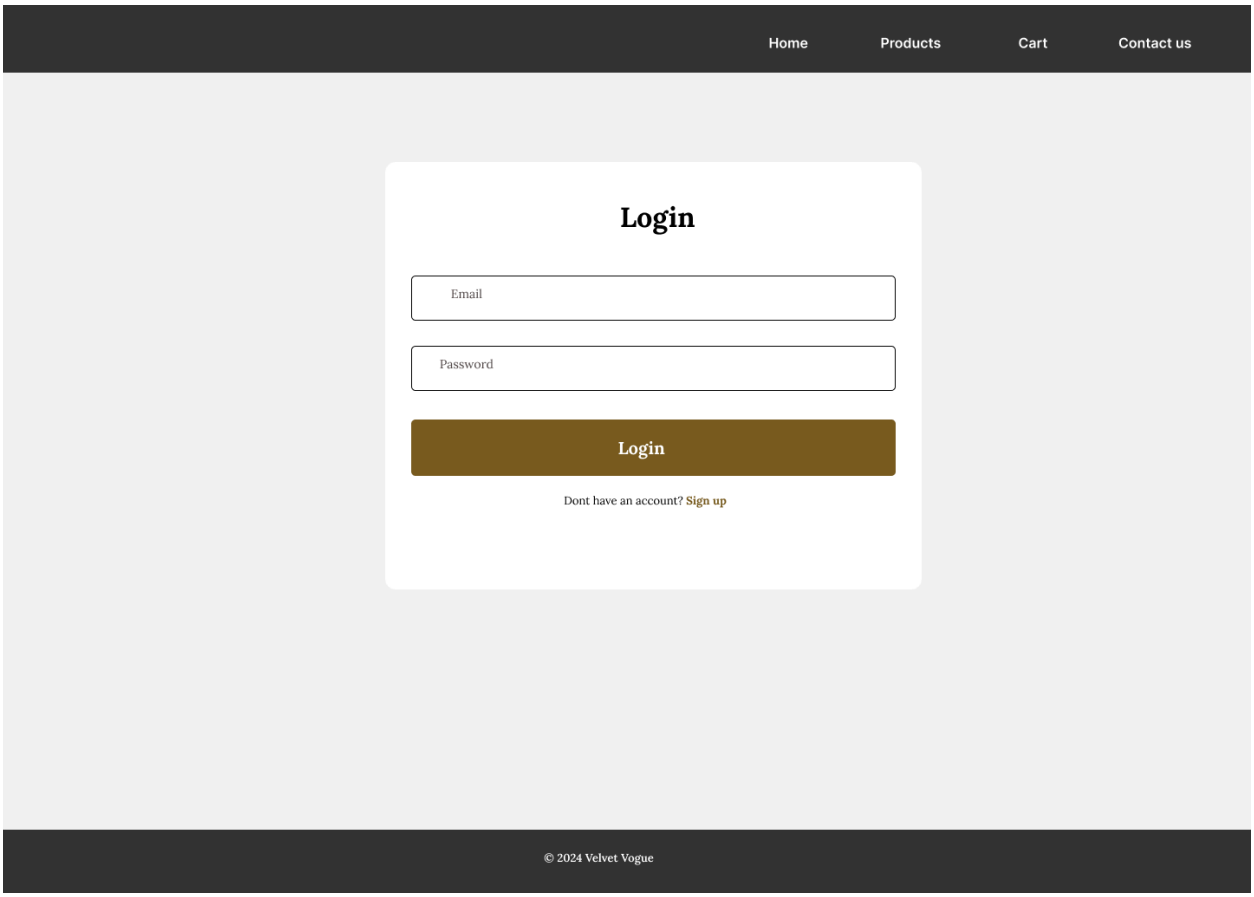
Screenshots


Home
Products
Cart
Contact us
WELCOME TO VELVET VOGUE
Your one-stop shop for trendy and stylish clothing.
Featured Products
Stylish Jacket
$49.99
Casual T-shirt
$19.99
Elegant Dresses
$79.99

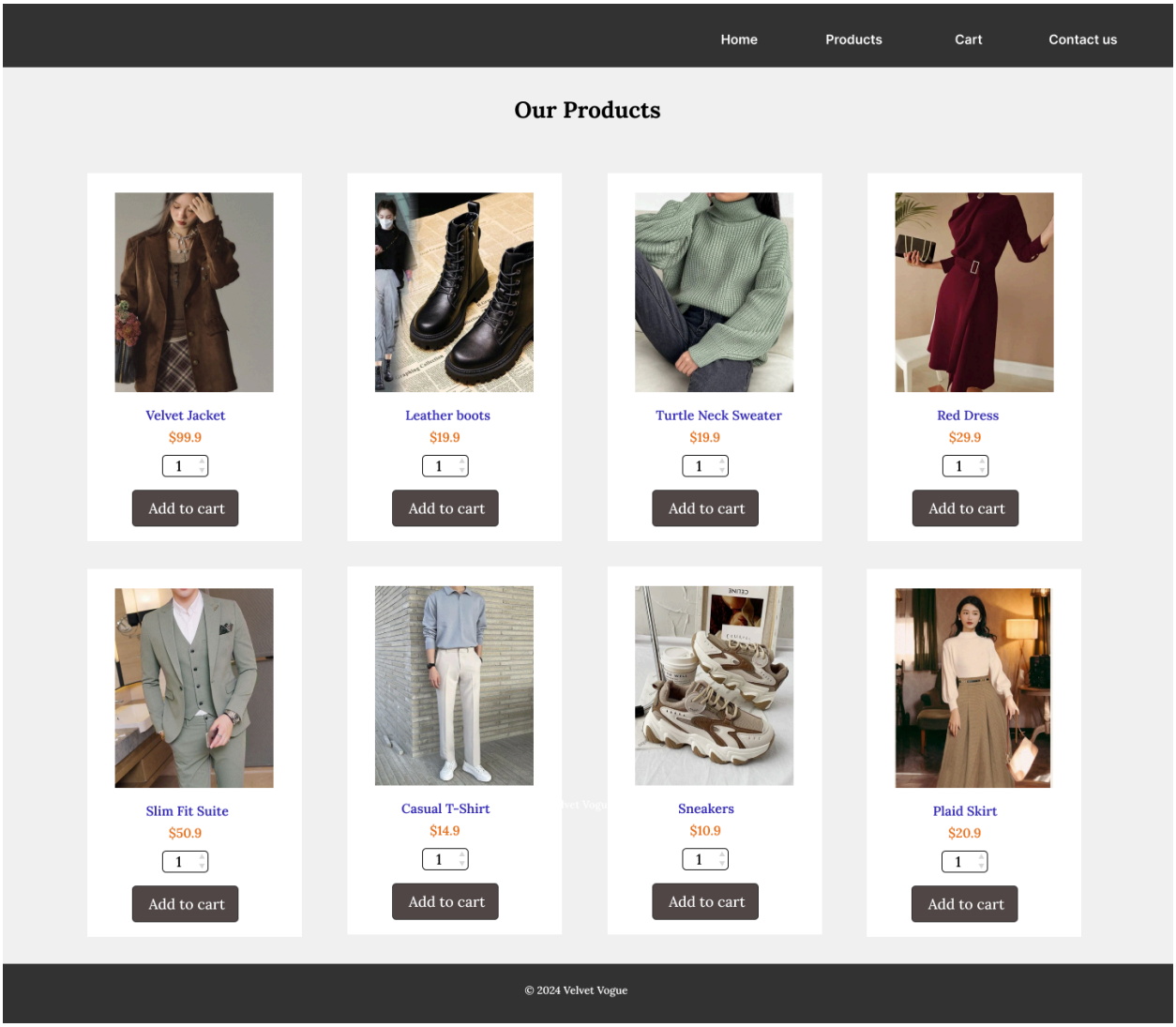
Sign up


Home
Products
Cart
Contact us
Sign Up
Username
First Name
Last Name
Email
Password
Sign up
© 2024 Velvet Vogue

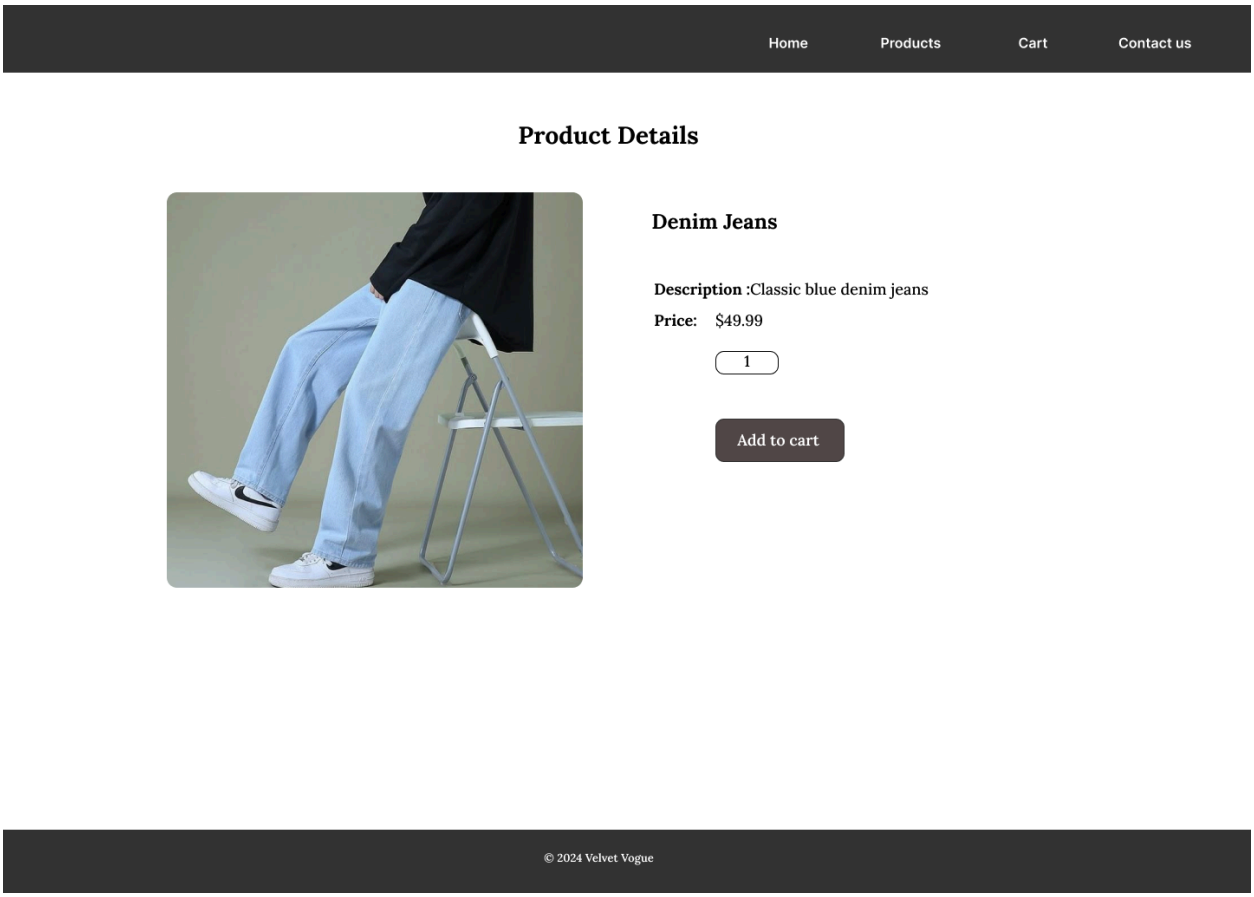
Login



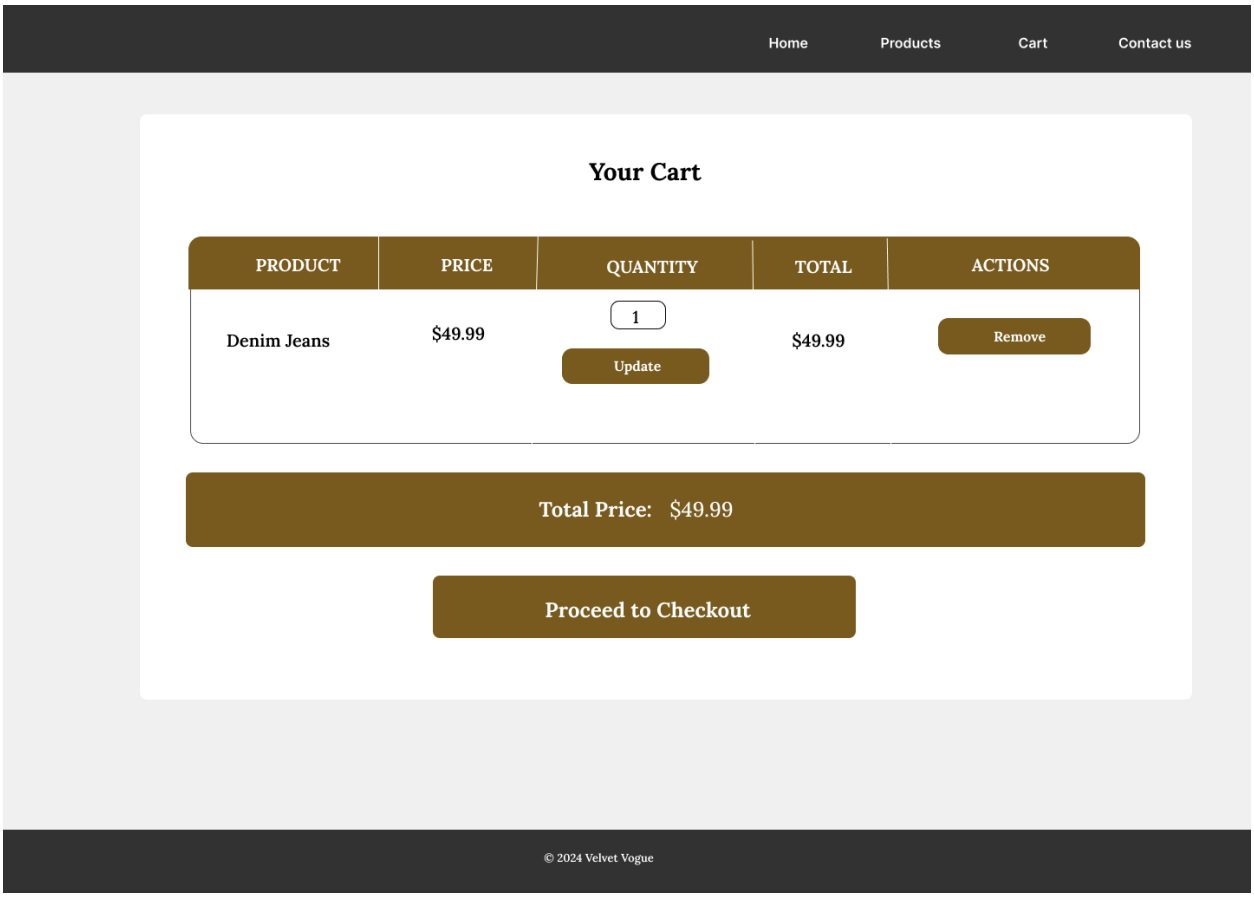
Product page



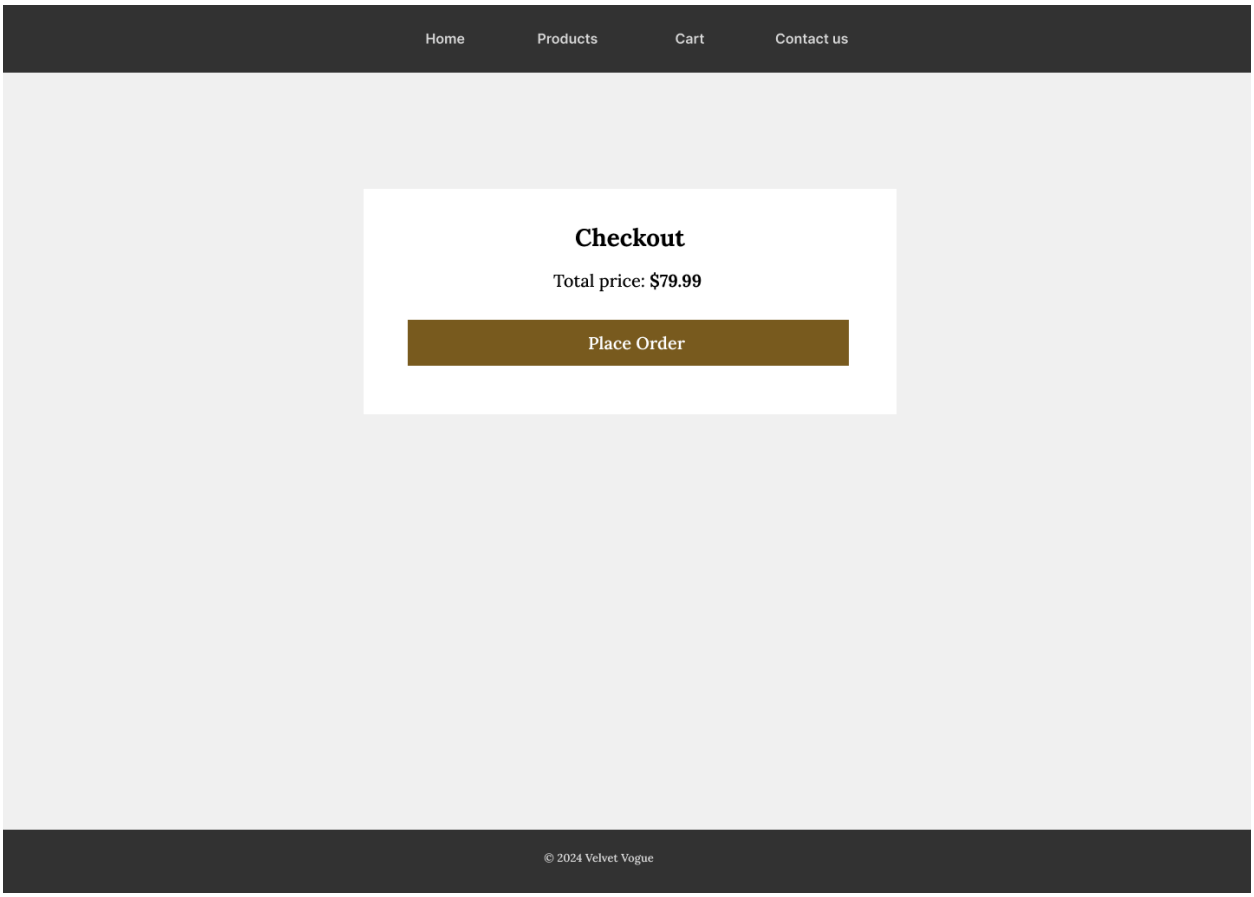
Product Details


Home
Products
Cart
Contact us
Product Details
Denim Jeans
Description :Classic blue denim jeans
Price: $49.99
1
Add to cart
© 2024 Velvet Vogue

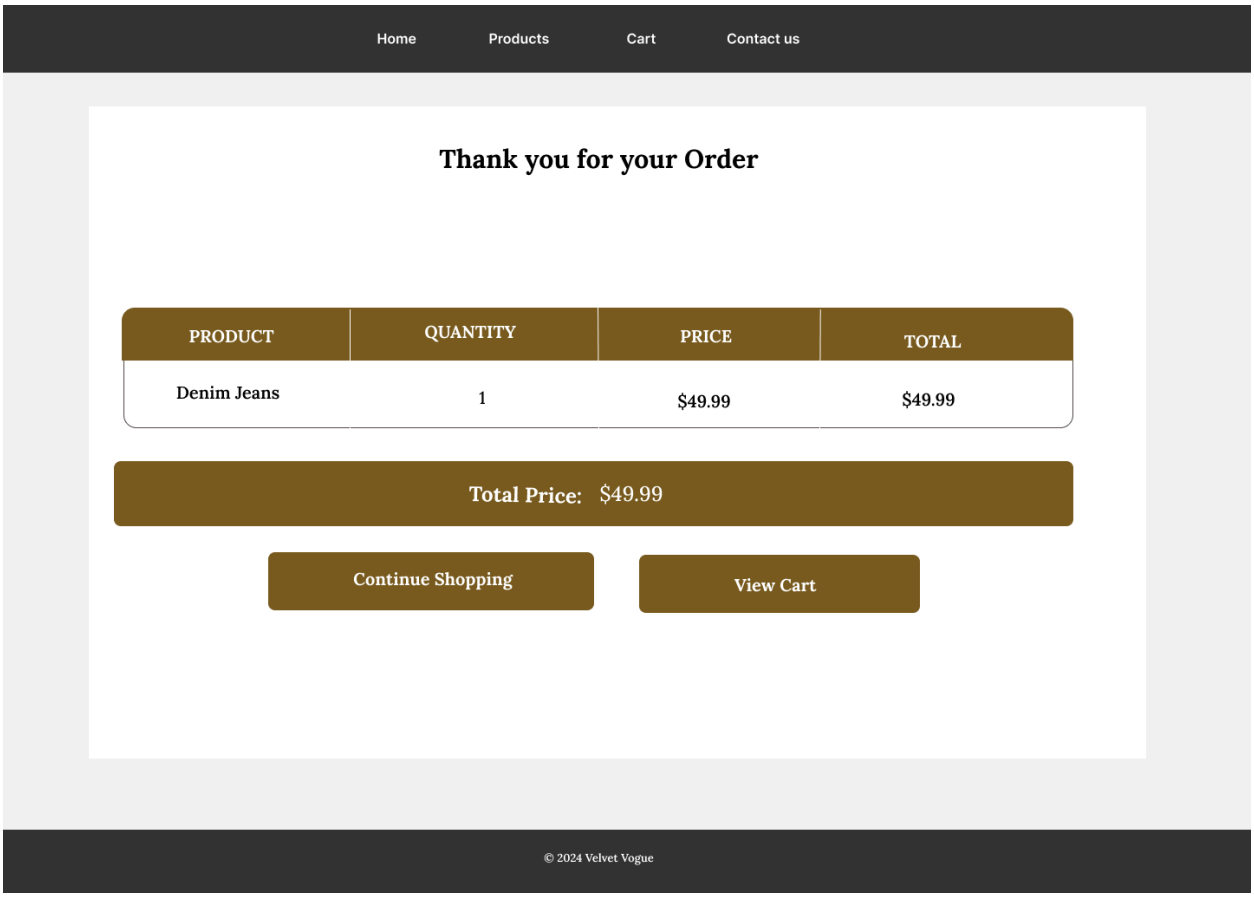
Your Cart



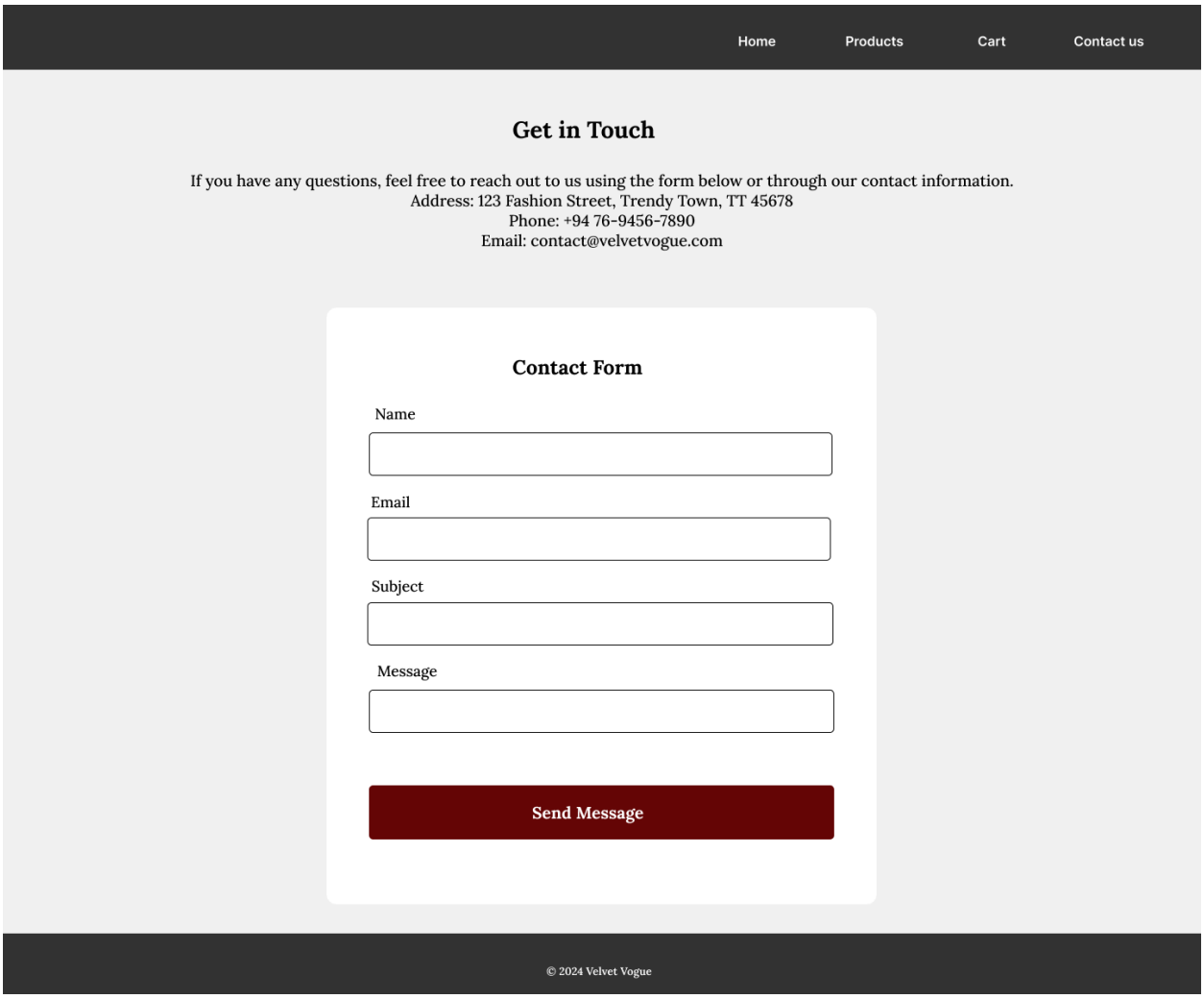
Checkout page



Order Confirmation


Home
Products
Cart
Contact us
Thank you for your Order
PRODUCT
QUANTITY
PRICE
TOTAL
Denim Jeans
1
$49.99
$49.99
Total Price: $49.99
Continue Shopping
View Cart
© 2024 Velvet Vogue

Contact us



Prototype Link

https://embed.figma.com/proto/O9fwYfoTuEV7z1OC0zKpea/Untitled?node-id=101-4&t=RSxmLGWIWtTOOsGR-1&embed-host=notion&footer=false&theme=system

Development (Frontend)

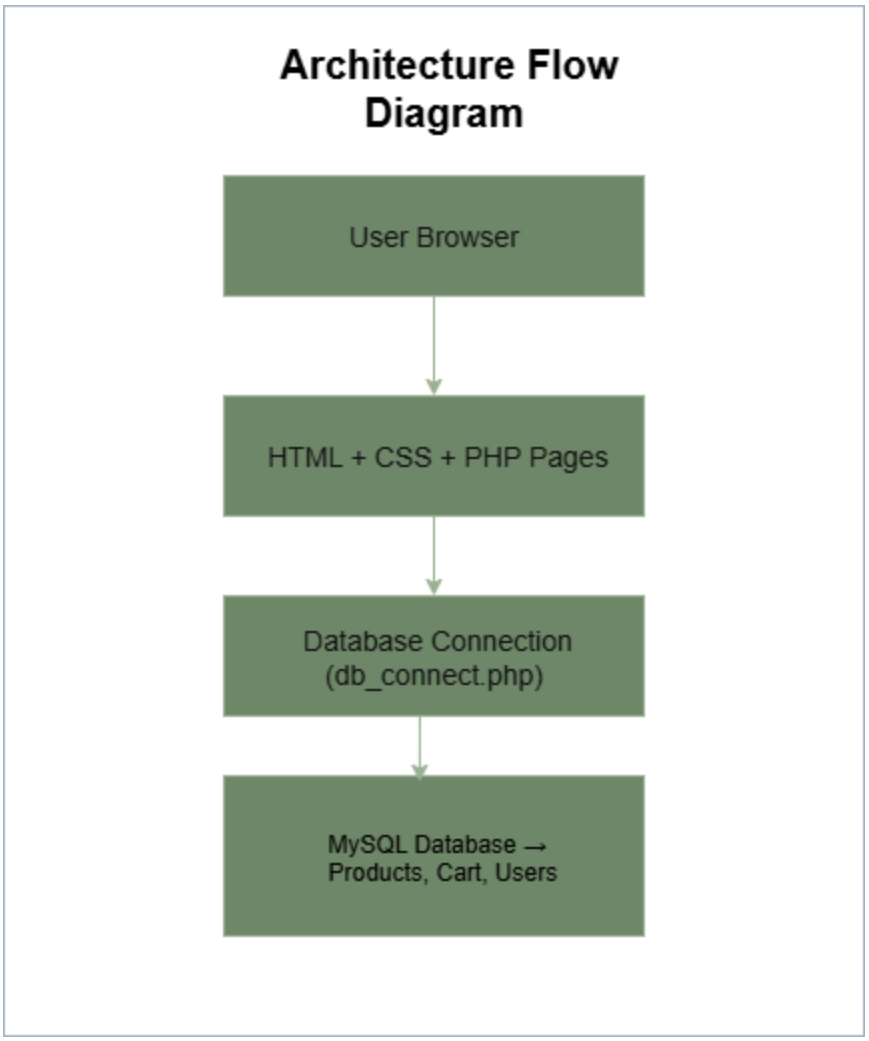
Tech Stack

- **PHP** – Dynamic server-side rendering & database connectivity
- **HTML** – Structural markup of all pages
- **CSS** – Custom styling for layout, typography, and responsiveness
- **Bootstrap (optional)** – Responsive grids and components (if used later)
- **MySQL** – Database for products, users, and cart data
- **Visual Studio Code** – Development environment

Features Implemented

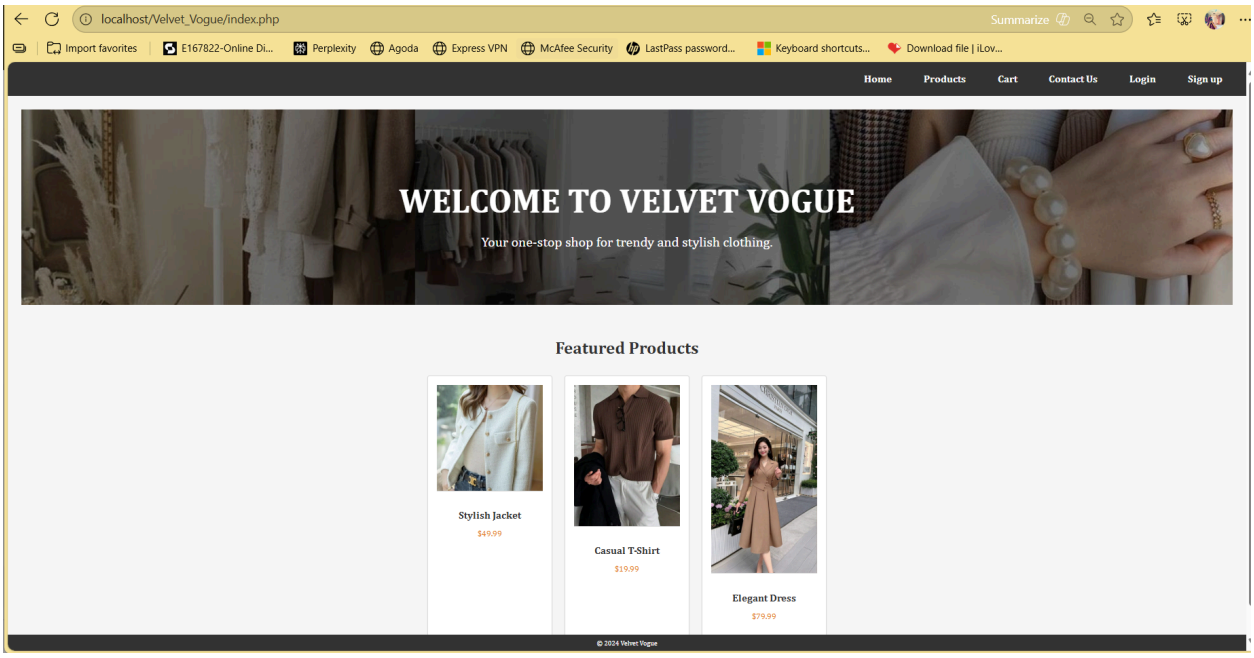
- **Homepage** → Hero section with branding + featured products dynamically fetched from DB
- **Product Listing Page** → Grid of products with prices, images, and styled cards
- **Cart System** → Add, update quantity, remove items; displays total price dynamically
- **Checkout Page** → Clean form for user details + order summary
- **Contact Us Page** → Form + company info, styled with validation
- **Navigation & Footer** → Consistent across all pages, dark gray (#333) background
- **Responsive Design** → Custom media queries ensure good mobile experience

Architecture (Frontend Flow)

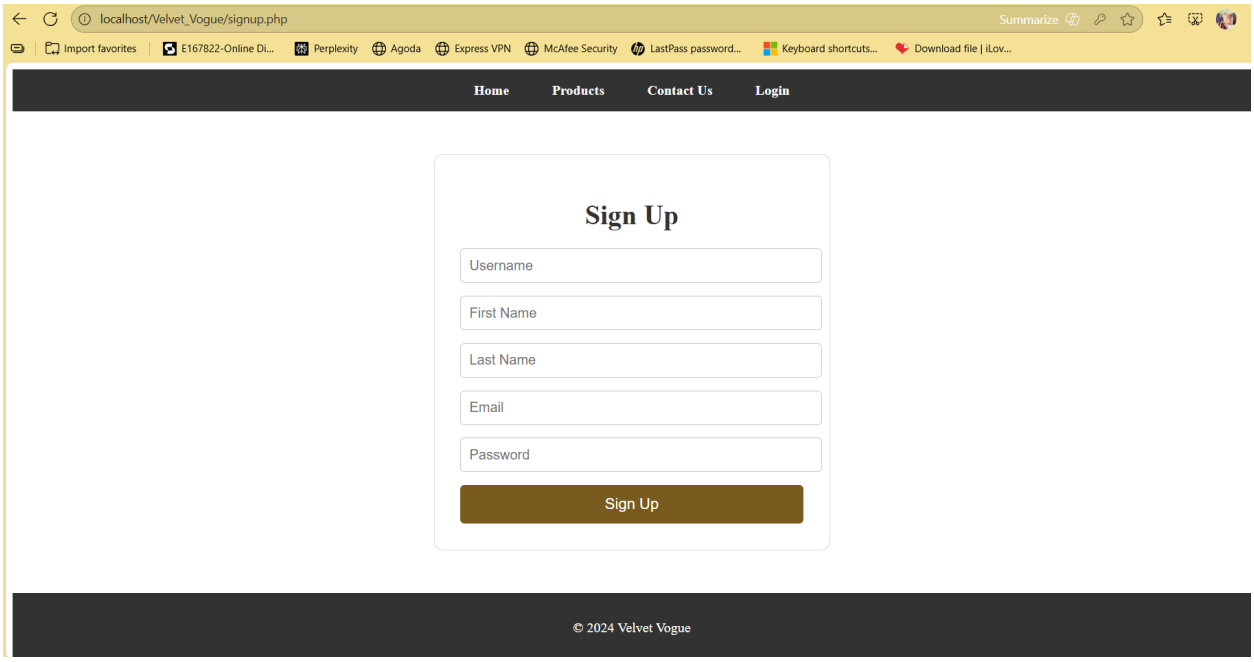


Screenshots of Working Frontend

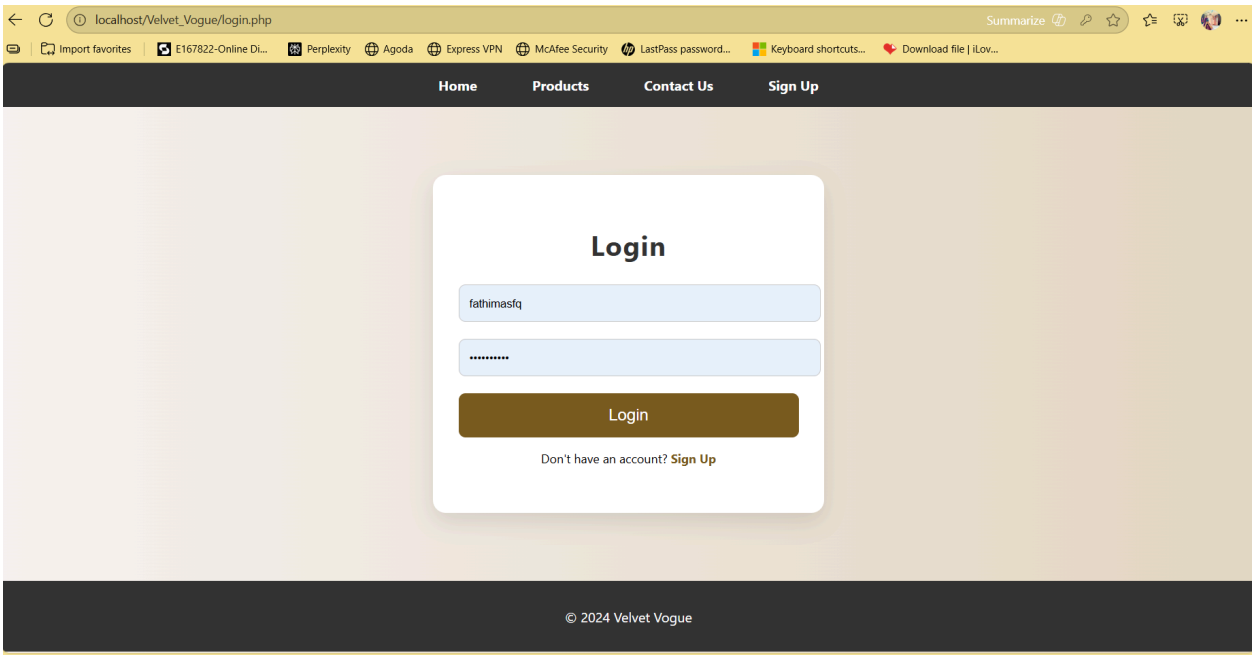
Home Page



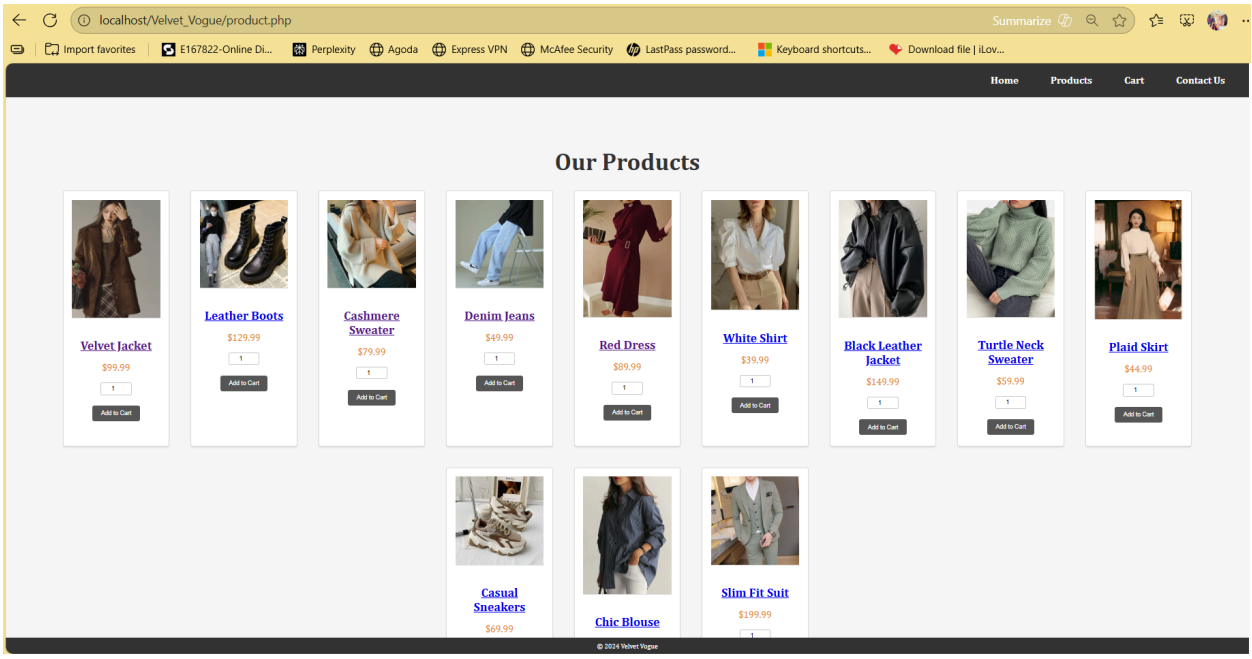
Signup page



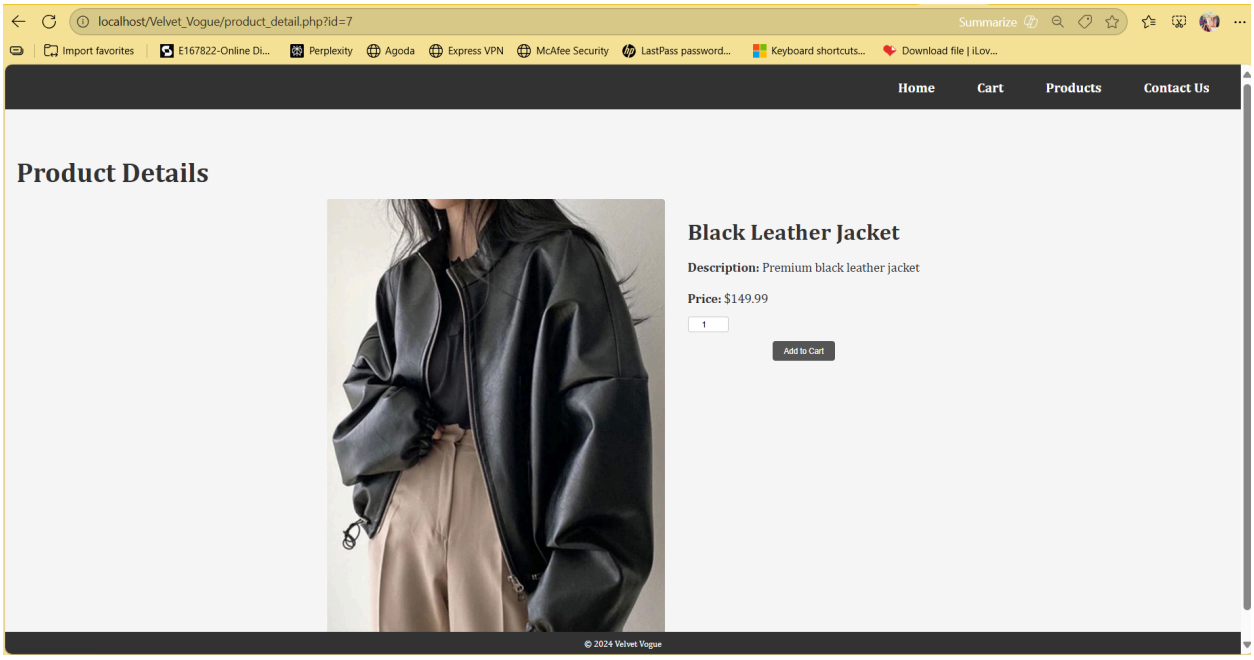
Login page



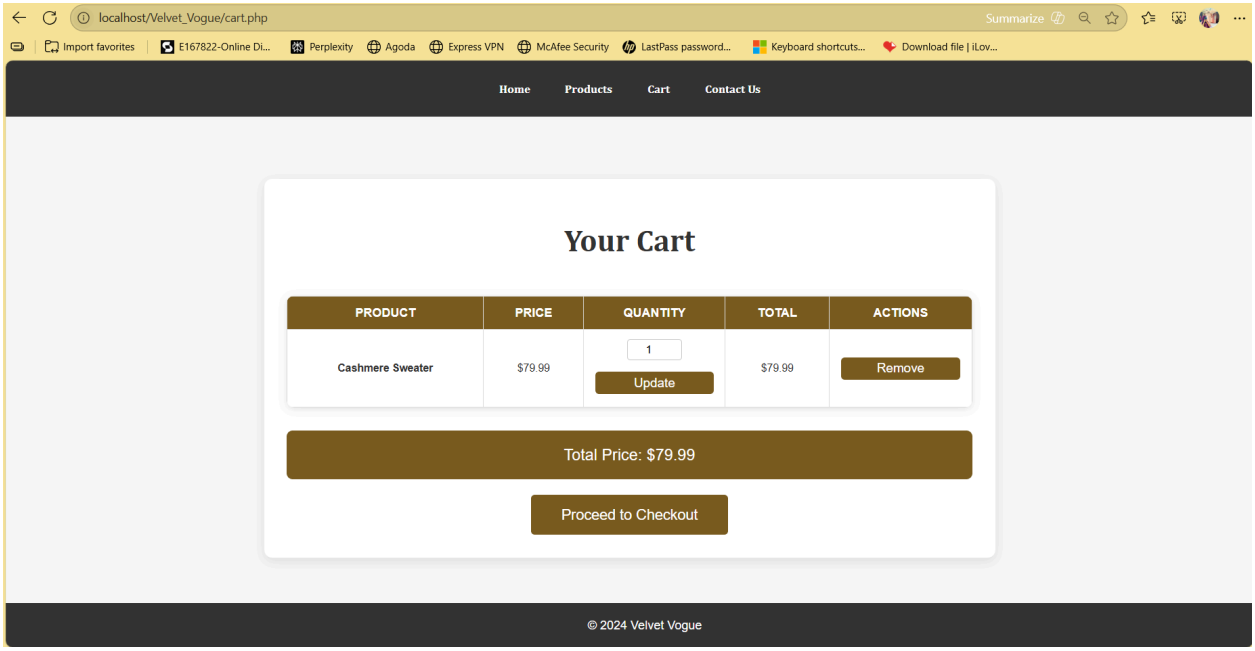
Product Page



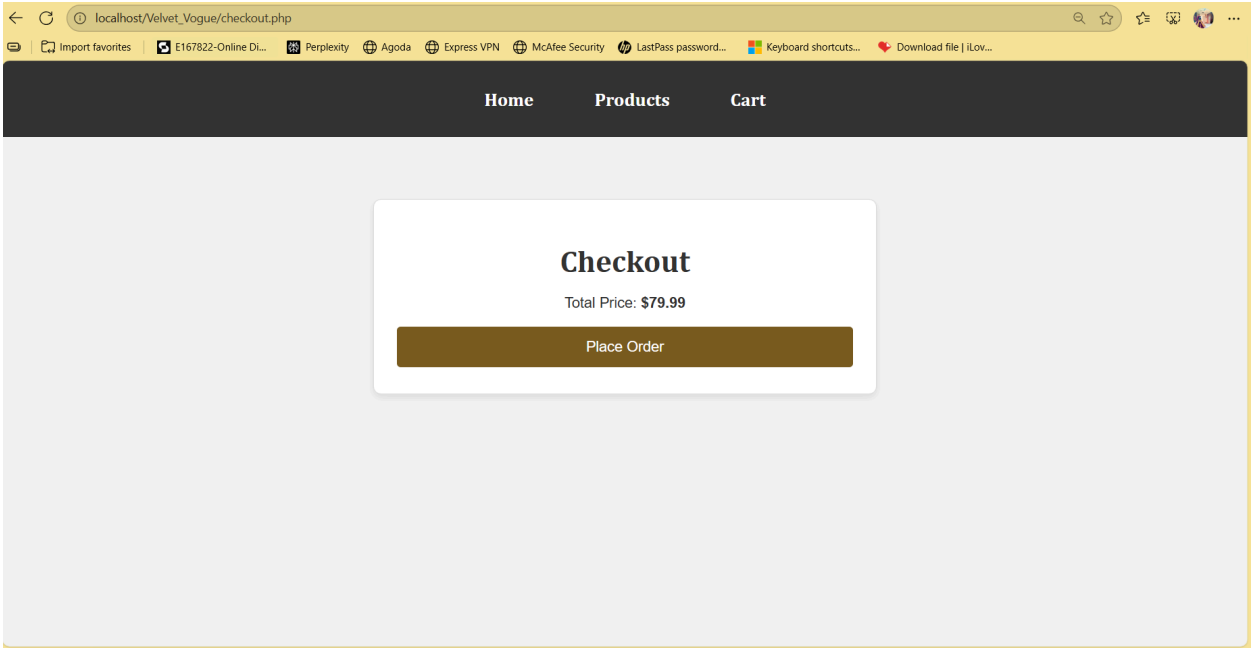
Product Details Page



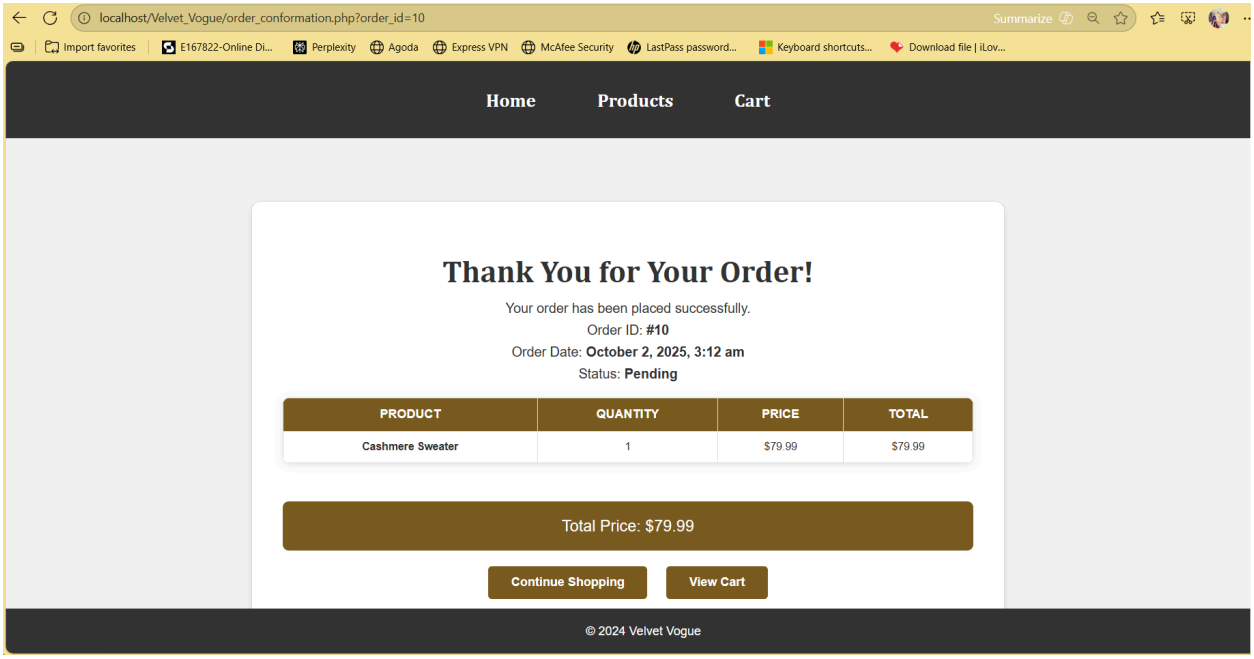
Your Cart



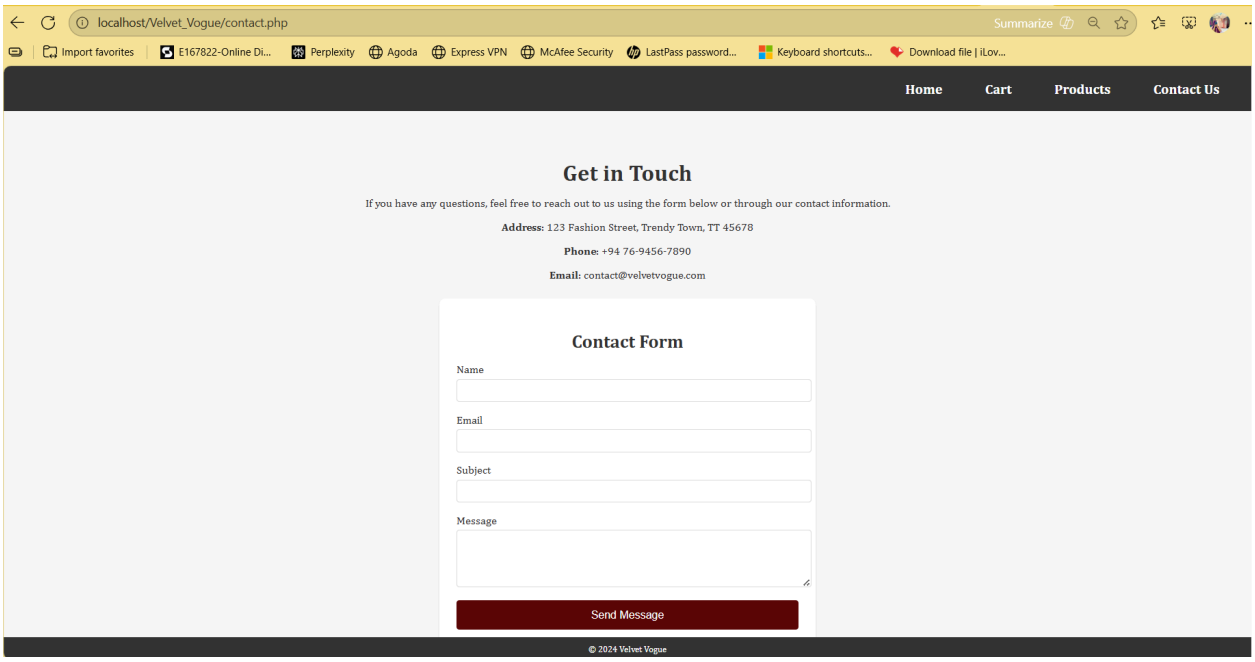
checkout page



Order conformation page



Contact us page



GitHub Repository Link

FATHIMA-SHAFEEKA/Velvet-Vogue

Challenges:

- Ensuring secure handling of user sessions and cart data to prevent unauthorized access.
- Managing database interactions for multiple tables (`orders` and `order_items`) without causing data inconsistencies.
- Handling real-time updates to cart quantities and total prices accurately.
- Correctly redirecting to the order confirmation page and passing the order ID without causing 404 errors.

Impact & Reflection:

- Implementing this checkout system improved understanding of session management, database operations, and PHP form handling.
- The project highlights the importance of proper data validation, error handling, and user experience in e-commerce applications.
- Successfully completing the system reinforces practical knowledge of integrating frontend UI with backend logic.

Future Enhancements:

- Add payment gateway integration for online payments.
- Implement email notifications for order confirmation and status updates.
- Allow users to edit or cancel orders within a certain timeframe.
- Include advanced features like coupon codes, stock management, and order history tracking for users.