

# SHOPPE- E COMMERCE APP REDESIGN

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Figma link:

<https://www.figma.com/design/wnyW6sV7FfZO6mFJaBTaqy/SHOPPE?nodeid=0-1&t=5fXkl3jTQTNOFnZj-1>

Prototype link: [!\[\]\(e3f8612927870f2e0f9f5989e6dd3064\_img.jpg\) FigmaPrototype](#)

Github link: <https://github.com/Harshini-88/E-commerce-app-redesign-.git>

## Step 1 – Research & User Understanding

### Problem Statement:

Users abandon shopping carts due to confusing navigation, slow load times, and lengthy checkout steps.

### Goal:

Redesign the e-commerce experience to make browsing, adding to cart, and checkout faster, simpler, and personalized.

### Target Audience:

- College students and working professionals (18–35)
- Mobile-first shoppers who want convenience and reliability

### User Persona:

**Name:** Aisha Patel, 27

**Occupation:** Marketing Executive

**Goals:** Quick checkout, easy comparison, trustworthy reviews

**Pain Points:** Confusing categories, poor filtering, too many checkout steps

### Empathy Map:

Thinks	Feels	Says	Does
"This site is confusing."	Feels frustrated during checkout	"I'll just order from Amazon."	Leaves cart halfway

### Key Insights:

- Simplify checkout (reduce steps)
- Add personalized product suggestions
- Improve search and filters

## Step 2 – Information Architecture & Wireframing

### App Structure (Sitemap):

Home → Category → Product → Cart → Checkout → Order Confirmation

### Low-Fidelity Wireframes:

Sketch or Figma gray-scale layouts for:

1. Home Page
2. Product Details
3. Shopping Cart
4. Checkout Page
5. Order Confirmation

View my wierfirame here:

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## Step 3 – Visual Design & Prototyping

**Design Goals:** Clean, trustworthy, easy to use.

### Style Guide:

#### Color Palette:

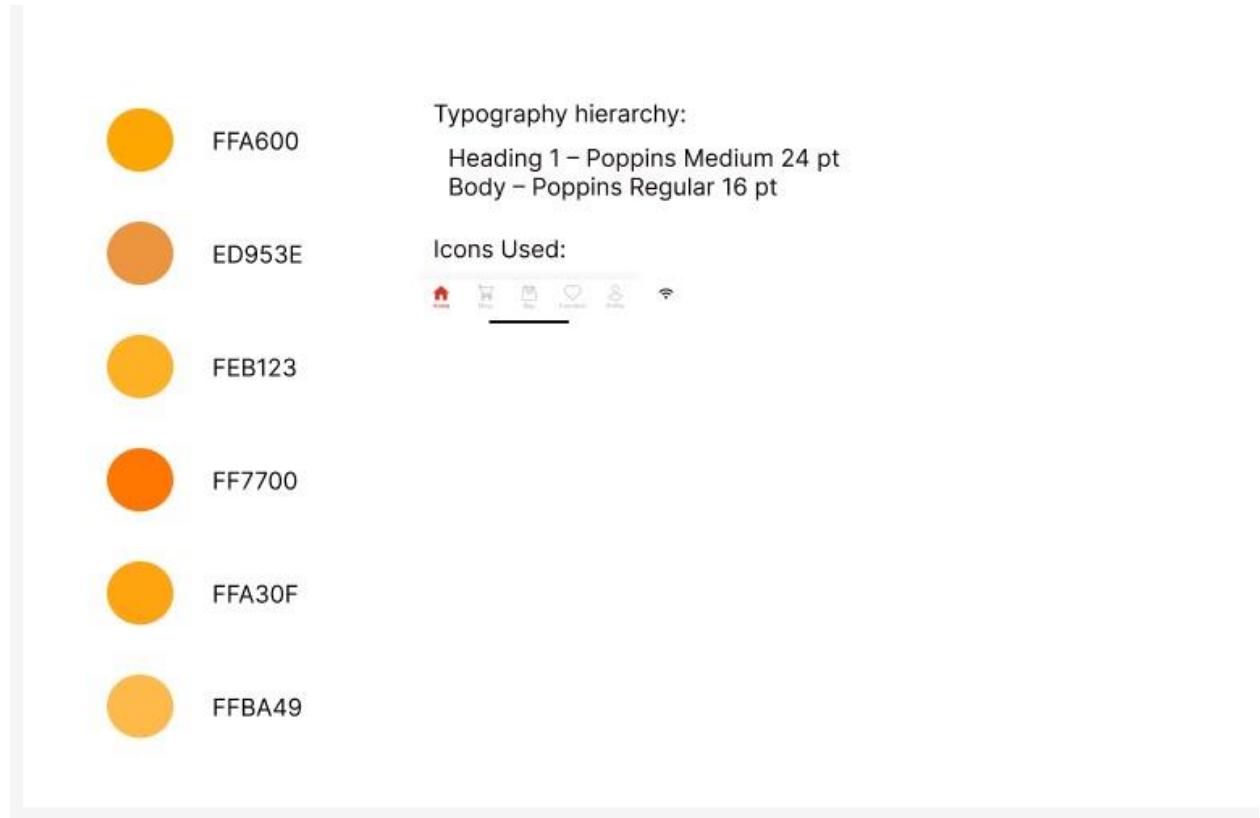
- Primary Blue (#2A7FFF)
- Accent Yellow (#F7C948)
- Background: #FFFFFF

## **Typography:**

- Font: Poppins (Regular, Medium, Bold)
  - Headings: 24px, Body: 16px
- UI Components:**
- Rounded product cards
  - Minimal buttons (Add to Cart, Buy Now)
  - Search bar with icon

## **High-Fidelity Screens:**

1. Home
2. Product Details
3. Cart
4. Checkout
5. Order Confirmation



## **Prototype:**

Link screens using Figma's prototype mode.

Prototype link: [Figma Prototype](#)

## Step 4 – Usability & Interaction Design

### User Flow Example:

Home → Select Product → Add to Cart → Checkout → Payment → Confirmation

### Navigation Design:

Bottom navigation bar or tab menu with icons: Home | Cart | Profile

### Key Interactions:

Feature	Interaction	Feedback
Add to Cart	Tap “+”	Product animation added to cart
Checkout	Button click	Progress indicator
Payment	Tap	Confirmation message

### Accessibility:

- High color contrast
- Large, clear buttons
- Descriptive icons with text

View my README Here: <https://github.com/Harshini-88/E-Commerce-App-Redesign/blob/main/README.pdf>

## Step 5 – Presentation & Documentation

Create a clean PowerPoint or PDF report with:

1. Project Title (SHOPPE – E-Commerce App Redesign)
2. Problem Statement
3. Research & User Understanding
4. Information Architecture
5. Wireframes
6. Visual Design
7. Prototype Preview
8. Usability & Interaction
9. Learnings & Outcome

