UI-UX Assignment – Vashishth Technologies

Name: Hosang Shukla
SAP ID: 70472200011
Program: MBA Tech
Stream: Computer Engineering

Submission details:

The e-Commerce website I have designed is named Aeron, a platform specialising in contemporary clothing and fashion accessories. Designed for individuals who value bold, edgy, and modern styles. A user-friendly interface creates a sleek, minimalistic environment reflecting the classy nature of the brand itself. The slogan "Fortune favours the bold" embodies the spirit of the company and what it represents, suggesting that bold fashion choices lead to innovation and consequently, fruitful results.
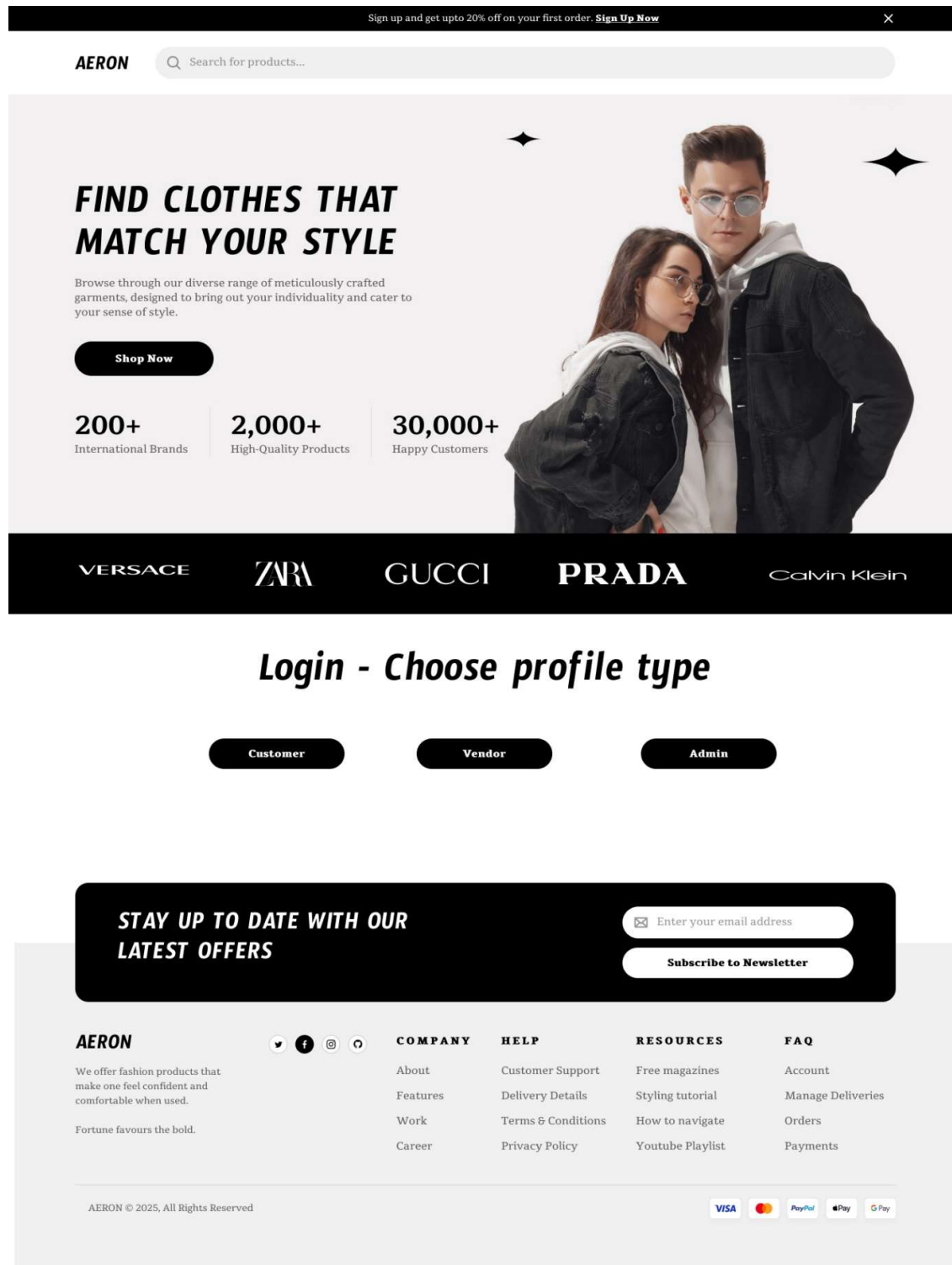
Logo:

A collar with a simple colour pattern showcases the brand as a fashion and clothing website. The mismatched alternative colour pattern of the collar fall and leaf can be perceived by the user in one of two ways: a unique but smart fashion choice representing the bold nature of the brand (as signified by the slogan); or the effect of illumination on the collar creating depth and visualization in the customer's mind, supported by the darker hue of blue for the neckline of the collar. The forward-moving text is supposed to indicate the dynamic and futuristic nature of the brand. The slogan in simpler text sends a strong positive message as the last thing the user notices.

Wireframe flow:

The path I chose to take with Aeron is to create a homepage, login screen, general display page for user, specific category page, individual product page, and a cart. Alongside functionalities for the customer, this website also provides separate provisions for vendors (i.e suppliers and distributers who are partners with Aeron) and admin staff. Each wireframe contains a plethora of details while continuing to create a user-friendly environment. Created using Figma.

1) Homepage:

Sign up and get upto 20% off on your first order. **Sign Up Now**

AERON

Search for products...

FIND CLOTHES THAT MATCH YOUR STYLE

Browse through our diverse range of meticulously crafted garments, designed to bring out your individuality and cater to your sense of style.

Shop Now

200+
International Brands

2,000+
High-Quality Products

30,000+
Happy Customers

VERSACE   ZARA   GUCCI   PRADA   Calvin Klein

Login - Choose profile type

Customer   Vendor   Admin

STAY UP TO DATE WITH OUR LATEST OFFERS

Enter your email address

Subscribe to Newsletter

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

AERON © 2025, All Rights Reserved

2) Customer login:

AERON   🔍 Search for products...   ⊚

Customer Login

Email/Username: abc@mail.com

Password: ....

Forgot password?

Login

Create new profile

STAY UP TO DATE WITH OUR LATEST OFFERS

✉ Enter your email address

Subscribe to Newsletter

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

🐦 📘 📷 ○

COMPANY

About

Features

Work

Career

HELP

Customer Support

Delivery Details

Terms & Conditions

Privacy Policy

RESOURCES

Free magazines

Styling tutorial

How to navigate

Youtube Playlist

FAQ

Account

Manage Deliveries

Orders

Payments

AERON © 2025, All Rights Reserved

VISA   Mastercard   PayPal   Pay   G Pay

3) Customer homepage:

AERON

Shop ∨   On Sale   New Arrivals   Brands

Search for products...

FIND CLOTHES THAT MATCH YOUR STYLE

Browse through our diverse range of meticulously crafted garments, designed to bring out your individuality and cater to your sense of style.

Shop Now

200+
International Brands

2,000+
High-Quality Products

30,000+
Happy Customers

VERSACE   ZARA   GUCCI   PRADA   Calvin Klein

NEW ARRIVALS

T-shirt with Tape Details
★ ★ ★ ★ ☆ 4.5/5
₹120

Skinny Fit Jeans
★ ★ ★ ☆ ☆ 3.5/5
₹2400 ₹260 -30%

Checkered Shirt
★ ★ ★ ★ ☆ 4.5/5
₹1800

Sleeve Striped T-shirt
★ ★ ★ ★ ☆ 4.5/5
₹130 ₹160 -30%

View More

Top selling

Vertical Striped Shirt
★ ★ ★ ★ ★ 5.0/5
₹212 ₹232 -20%

Courage Graphic T-shirt
★ ★ ★ ★ ☆ 4.0/5
₹550

Loose Fit Bermuda Shorts
★ ★ ★ ☆ ☆ 3.0/5
₹800

Faded Skinny Jeans
★ ★ ★ ★ ☆ 4.5/5
₹900

View More

BROWSE BY DRESS STYLE

Casual

Formal

Party

Gym

OUR HAPPY CUSTOMERS

← →

★ ★ ★ ★ ★
Sarah M. ✓
"I'm blown away by the quality and style of the clothes I received from AERON. From casual wear to elegant dresses, every piece I've bought has exceeded my expectations."

★ ★ ★ ★ ★
Alex K. ✓
"Finding clothes that align with my personal style used to be a challenge until I discovered AERON. The range of options they offer is truly remarkable, catering to a variety of tastes and occasions."

★ ★ ★ ★ ★
James L. ✓
"As someone who's always on the lookout for unique fashion pieces, I'm thrilled to have stumbled upon AERON. The selection of clothes is not only diverse but also on-point with the latest trends."

★ ★
Moo
"As so lookou thrille The se diverse trends

STAY UP TO DATE WITH OUR LATEST OFFERS

Enter your email address

Subscribe to Newsletter

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favors the bold

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

AERON © 2025, All Rights Reserved

VISA   mastercard   PayPal   Apple Pay   G Pay

4) Clothing category page:

AERON   Shop ∨   On Sale   New Arrivals   Brands   🔍 Search for products...   🛒 ⊙

Home > Casual

Filters ⇅

T-shirts   >
Shorts   >
Shirts   >
Hoodie   >
Jeans   >

Price ⌃
₹50   ₹2500

Colors ⌃

Size ⌃
XX-Small   X-Small
Small   Medium
Large   X-Large
XX-Large   3X-Large
4X-Large

Dress Style ⌃
Casual   >
Formal   >
Party   >
Gym   >

Apply Filter

Casual

Showing 1-10 of 100 Products   Sort by: **Most Popular** ∨

Gradient Graphic T-shirt
★★★★⯪ 3.5/5
₹550

Polo with Tipping Details
★★★★⯪ 4.5/5
₹1800

Black Striped T-shirt
★★★★★ 5.0/5
₹120 ~~₹150~~ -30%

Skinny Fit Jeans
★★★★⯪ 3.5/5
₹2400 ~~₹260~~ -20%

Checkered Shirt
★★★★⯪ 4.5/5
₹1800

Sleeve Striped T-shirt
★★★★⯪ 4.5/5
₹130 ~~₹160~~ -30%

Vertical Striped Shirt
★★★★★ 5.0/5
₹212 ~~₹232~~ -20%

Courage Graphic T-shirt
★★★★☆ 4.0/5
₹550

Loose Fit Bermuda Shorts
★★★☆☆ 3.0/5
₹800

← Previous   1 2 3 ... 8 9 10   Next →

STAY UP TO DATE WITH OUR LATEST OFFERS
✉ Enter your email address
Subscribe to Newsletter

AERON
We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

🐦 f 📷 ⊙

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

5) Product detail page:

AERON   Shop ⌄   On Sale   New Arrivals   Brands   🔍 Search for products...   🛒 ⊕

Home > Shop > Men > T-shirts

One Life Graphic T-shirt

★★★★☆ 4.5/5

₹260 ~~₹300~~ **-40%**

This graphic t-shirt which is perfect for any occasion. Crafted from a soft and breathable fabric, it offers superior comfort and style.

Select Colors

⬤ ⬤ ⬤

Choose Size

Small   Medium   **Large**   X-Large

− 1 +   **Add to Cart**

Product Details   **Rating & Reviews**   FAQs

All Reviews (451)   ⇡ Latest ⌄ **Write a Review**

★★★★☆ ⋯
Samantha D. ✅
"I absolutely love this t-shirt! The design is unique and the fabric feels so comfortable. As a fellow designer, I appreciate the attention to detail. It's become my favorite go-to shirt."
Posted on August 14, 2023

★★★★ ⋯
Alex M. ✅
"The t-shirt exceeded my expectations! The colors are vibrant and the print quality is top-notch. Being a UI/UX designer myself, I'm quite picky about aesthetics, and this t-shirt definitely gets a thumbs up from me."
Posted on August 15, 2023

★★★☆ ⋯
Ethan R. ✅
"This t-shirt is a must-have for anyone who appreciates good design. The minimalistic yet stylish pattern caught my eye, and the fit is perfect. I can see the designer's touch in every aspect of this shirt."
Posted on August 16, 2023

★★★★ ⋯
Olivia P. ✅
"As a UI/UX enthusiast, I value simplicity and functionality. This t-shirt not only represents those principles but also feels great to wear. It's evident that the designer poured their creativity into making this t-shirt stand out."
Posted on August 17, 2023

★★★★ ⋯
Liam K. ✅
"This t-shirt is a fusion of comfort and creativity. The fabric is soft, and the design speaks volumes about the designer's skill. It's like wearing a piece of art that reflects my passion for both design and fashion."
Posted on August 18, 2023

★★★★☆ ⋯
Ava H. ✅
"I'm not just wearing a t-shirt; I'm wearing a piece of design philosophy. The intricate details and thoughtful layout of the design make this shirt a conversation starter."
Posted on August 19, 2023

Load More Reviews

You might also like

Polo with Contrast Trims
★★★★☆ 4.0/5
₹212 ~~₹242~~ **-20%**

Gradient Graphic T-shirt
★★★☆☆ 3.5/5
₹550

Polo with Tipping Details
★★★★☆ 4.5/5
₹1800

Black Striped T-shirt
★★★★★ 5.0/5
₹120 ~~₹150~~ **-30%**

AERON   🐦 f ⊙ ▣

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

6) Cart:

AERON   Shop ⌄   On Sale   New Arrivals   Brands   🔍 Search for products...   🛒 ⊙

Home > Cart

Your cart

Gradient Graphic T-shirt   🗑
Size: Large
Color: White
₹550   − 1 +

Checkered Shirt   🗑
Size: Medium
Color: Red
₹1800   − 1 +

Skinny Fit Jeans   🗑
Size: Large
Color: Blue
₹2400   − 1 +

Order Summary

Subtotal	₹4750
Discount (-20%)	-₹950
Delivery Fee	₹50
Total	**₹3850**

🏷 Add promo code   **Apply**

Go to Checkout →

STAY UP TO DATE WITH OUR LATEST OFFERS

✉ Enter your email address

Subscribe to Newsletter

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

🐦 f ⊙ ◯

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

AERON © 2025, All Rights Reserved   VISA ⬤⬤ PayPal Pay G Pay

7) Vendor login:

AERON   🔍 Search for products...   ⊚

Vendor Login

Company Registration Number: 564116541684

Password   ....

Forgot password?

Login

Create new profile

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

COMPANY	HELP	RESOURCES	FAQ
About	Customer Support	Free magazines	Account
Features	Delivery Details	Styling tutorial	Manage Deliveries
Work	Terms & Conditions	How to navigate	Orders
Career	Privacy Policy	Youtube Playlist	Payments

8) Vendor page:

AERON   Shop ⌄   On Sale   New Arrivals   Brands   🔍 Search for products...   ⊚

Add items ⚡

T-shirts	›
Shorts	›
Shirts	›
Hoodies	›
Jeans	›

Price

Enter Price ⌃

Colors ⌃

🟢 🔴 🟡 🟠 🔵
🔵✓ 🟣 🩷 ⚪ ⚫

Sizes ⌃

XX-Small   X-Small
Small   Medium
Large   X-Large
XX-Large   3X-Large
4X-Large

Dress Style ⌃

Casual	›
Formal	›
Party	›
Gym	›

Add Item

Remove Product ⚡

T-shirts
Shorts
Shirts
Hoodie
Jeans

Item Id:

Item id ⌃

Remove Item

Your items

Item ID: 123456789

Add more pictures

⊕   ⊕   ⊕

Item Description:

ID: 123456789

Type: T-shirt

Price: 499/-

Colour: Olive Green

Sizes: S/M/L/XL

Category: Casual

Eligible for discount: Yes

Verification status: Approved

STAY UP TO DATE WITH OUR LATEST OFFERS

✉ Enter your email address

Subscribe to Newsletter

AERON

🐦 📘 📷 🎧

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

AERON © 2025, All Rights Reserved

VISA MasterCard PayPal ＡPay GPay

9) Admin login:

AERON   🔍 Search for products...   ⊙

Admin Login

Admin ID/Username: 564116541684

Password: ....

Forgot password?

Login

Create new profile

STAY UP TO DATE WITH OUR LATEST OFFERS

✉ Enter your email address

Subscribe to Newsletter

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

COMPANY	HELP	RESOURCES	FAQ
About	Customer Support	Free magazines	Account
Features	Delivery Details	Styling tutorial	Manage Deliveries
Work	Terms & Conditions	How to navigate	Orders
Career	Privacy Policy	Youtube Playlist	Payments

AERON © 2025, All Rights Reserved

VISA   mastercard   PayPal   � Pay   G Pay

10) Admin page:

AERON   Shop ⌄   On Sale   New Arrivals   Brands   🔍 Search for products...   ⊚

Administrative Access

✉	**Verify Requests**
👥	**Permissions**
👤	**Customer Service**

STAY UP TO DATE WITH OUR LATEST OFFERS

✉ Enter your email address

Subscribe to Newsletter

AERON

We offer fashion products that make one feel confident and comfortable when used.

Fortune favours the bold.

🐦 ⓕ 📷 🐙

COMPANY
About
Features
Work
Career

HELP
Customer Support
Delivery Details
Terms & Conditions
Privacy Policy

RESOURCES
Free magazines
Styling tutorial
How to navigate
Youtube Playlist

FAQ
Account
Manage Deliveries
Orders
Payments

AERON © 2025, All Rights Reserved

VISA   Mastercard   PayPal   Apple Pay   G Pay