E-Gotex App design

Houssam DOLMI

Project overview

The product:

IE-gotex It is a project that sells used and new shoes. It currently exists only in Morocco, but we seek to develop it over time.

Project duration:

December 2019,Octobre 2023.

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Project overview

The problem:

IMany e-commerce platforms offer new and used shoes, but few are explicitly focused on sustainability and transparency

The goal:

The success of the project will be measured through increased user engagement, higher customer ratings, and a growing number of users who actively buy and sell on the platform.

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Project overview

My role:

Ux designer designing an app for E-gotex from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I’m designing for and their needs. A primary user group identified through research was individuals in need of sustainable footwear options. This user group confirmed initial assumptions about E-gotex customers, but research also revealed that sustainability was not the only factor influencing users' purchasing decisions. Other user concerns included style preferences, budget constraints, or challenges in finding both new and used shoes that align with their values.

User research: pain points

1

Limited Sustainable Options

The pain point of having limited sustainable footwear options highlights the need to expand our product range with a greater emphasis on eco-friendly designs.

2

High New Shoe Prices

The issue of high prices for new shoes underscores the importance of offering competitive and affordable pricing while not compromising on quality

3

Lack of Size Inclusivity

Size inclusivity is a concern for some users. This pain point will guide our designs to ensure that we offer a wide range of sizes, ensuring that everyone can find their perfect fit in sustainable footwear.

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Persona: **Ahmed**

Problem statement:

Ahmed is a busy working adult who needs easy access to buying shoes ordering options because they have no time to cook dinner for themself.

Ahmed DOLMI

Age:	38
Education:	Bachelor's Degree in Business Logistics
Hometown:	Khouribga, Morocco
Family:	Married with two children
Occupation:	Logistics Manager at a Long-Haul Logistics Company

"I believe that efficiency is the key to successful logistics operations."

Goals

- Increase operational efficiency by optimizing logistics processes.
- Improve communication with drivers to ensure smooth delivery operations.
- Utilize comprehensive analytics for data-driven insights to enhance logistics performance.

Frustrations

- Inaccurate tracking information leading to customer dissatisfaction.
- Limited visibility and analytics tools hindering process improvement.
- Complicated user interface causing delays in managing logistics tasks.

Ahmed is responsible for managing the shipping operations of a long-haul logistics company. He uses the e-commerce app to track shipments, communicate with drivers, and monitor delivery progress. One day, he faces a delay in updating tracking information, which results in frustrated customers and increased support requests. Despite facing this issue, Ahmed relies on the app's analytics to identify inefficiencies in the logistics chain and implements improvements to enhance overall performance.

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User journey map

Mapping Ahmed’s user journey revealed how helpful it would be for users to have access to a dedicated E-gotex app.

Persona: Ahmed DOLMI

Goal:Improve Logistics Efficiency and Customer Satisfaction

ACTION	Onboarding	Tracking Shipments	Analytics and Reports	Communication	Addressing Challenges
TASK LIST	Tasks A. Create an account using work email. B. Verify account through email confirmation. C.Provide business details and preferences during setup	Tasks A. Log into the app using credentials. B. Access the dashboard to view real-time shipment status. C.Communicate directly with drivers through the app for updates.	Tasks A. Use the app's analytics feature to analyze performance metrics. B. Generate reports on delivery times, costs, and efficiency. C.Prepare presentations for management using the insights.	Tasks A. Use the app's messaging feature to communicate with the logistics team and drivers. B. Provide instructions and receive updates on shipment status. C.Resolve any issues or challenges through effective communication.	Tasks A. Identify and address any unexpected challenges or disruptions in the logistics process. B. Collaborate with the team to find solutions and minimize negative impacts. C.Make quick decisions to keep shipments on track despite obstacles.

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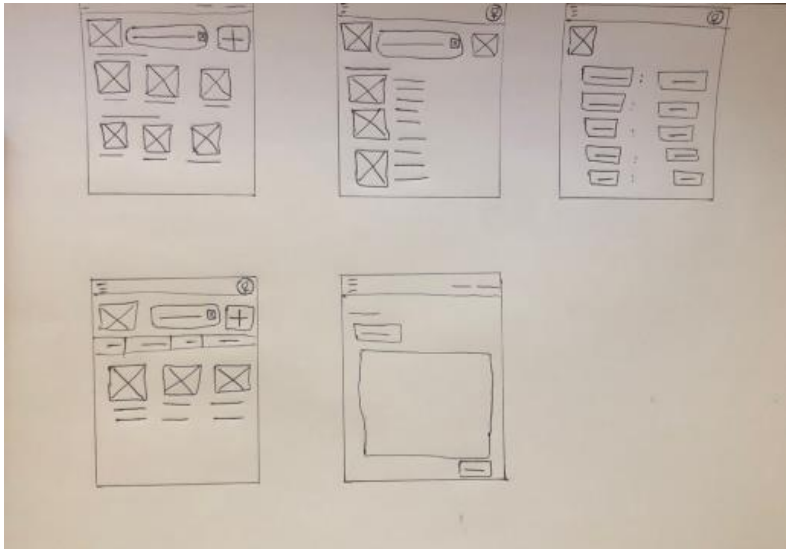
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to order.

This element give customer review to the product.

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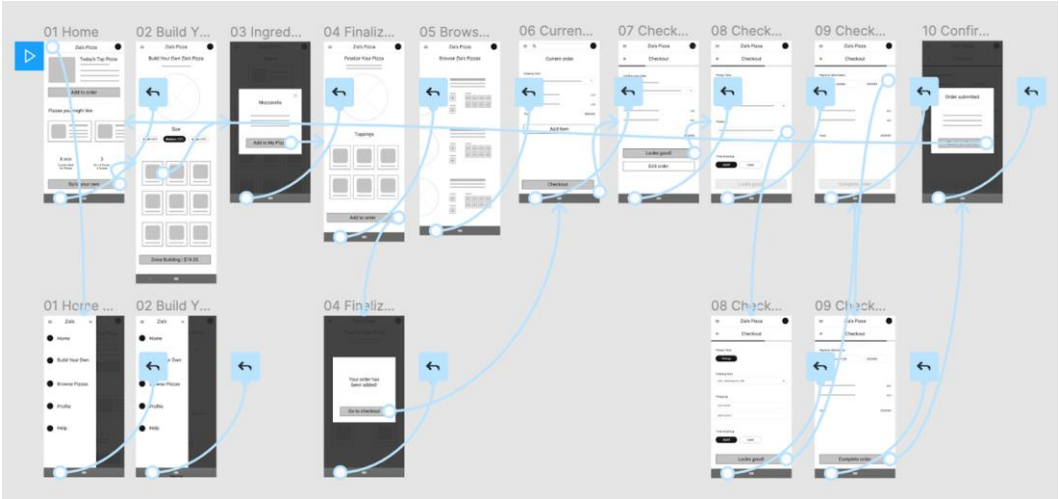
Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was the process of exploring, selecting, and purchasing sustainable footwear, so the prototype could be used in a usability study.



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped shape the designs from wireframes to mockups. The second study utilized a high-fidelity prototype and uncovered areas in the mockups that required further refinement.

Round 1 findings

1. Users seek quick access to the other options of the app
2. Users desire a wide range of customization options for their shoe preferences.
3. users want other Suggestions to help them to choice best shoe

Round 2 findings

1. Users value detailed product information:
2. Users prefer user-generated content
3. Users are concerned about returns and exchanges

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Refining the design

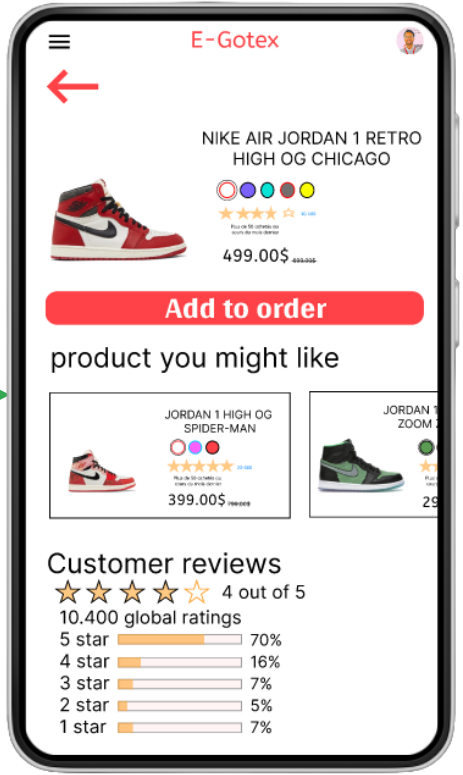
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose The color of shoe** I also suggest the other shoes so users see **all the Similar shoes** when they first land on the screen.

Before usability study

After usability study



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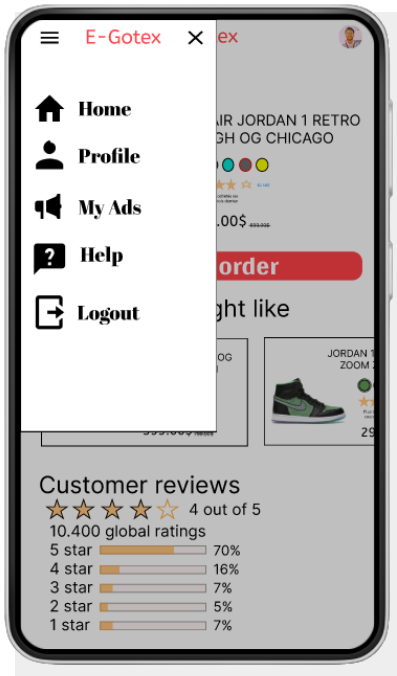
Mockups

Before the usability study the user cannot access to a lot of options ,but After usability study we add a lot of option to **access to the other options of the app.**

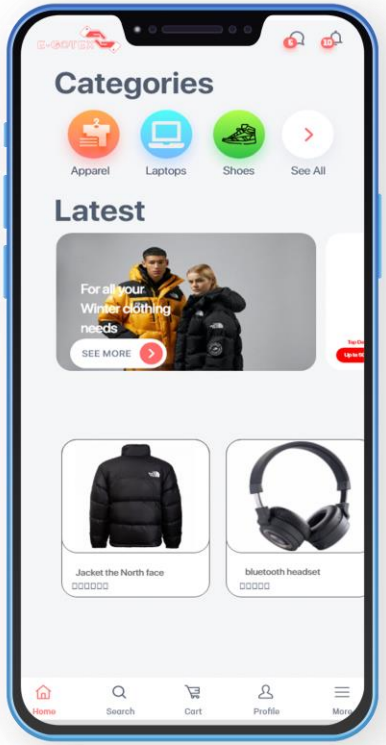
Before usability study

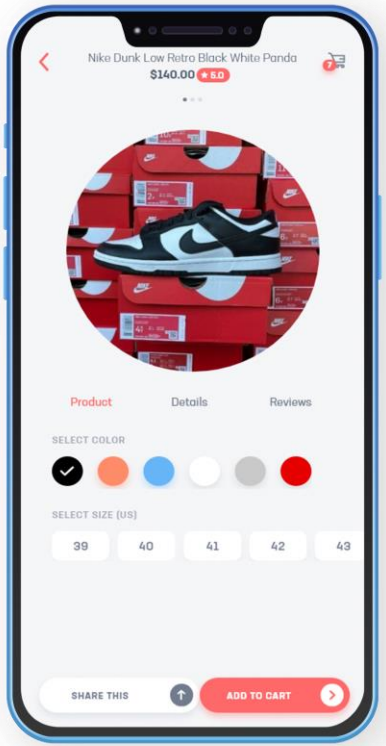
After usability study

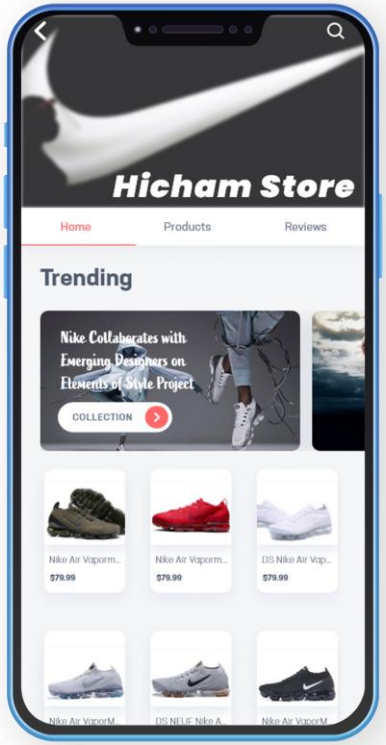


Mockups


E-GOTEX


Categories
Apparel
Laptops
Shoes
See All
Latest
For all your Winter clothing needs
SEE MORE
Jacket the North face
bluetooth headset
Home
Search
Cart
Profile


Nike Dunk Low Retro Black White Panda
$140.00
Product
Details
Reviews
SELECT COLOR
SELECT SIZE (US)
39
40
41
42
43
SHARE THIS
ADD TO CART

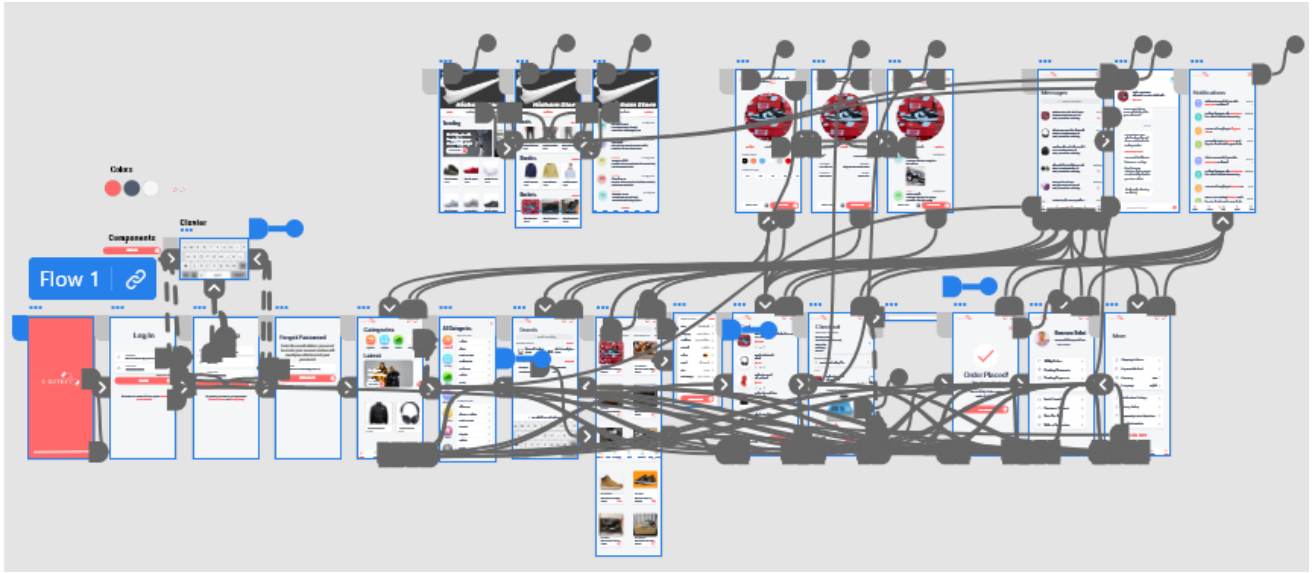

Hicham Store
Home
Products
Reviews
Trending
Nike Collaborates with Emerging Designers on Elements of Style Project
COLLECTION

High-fidelity prototype

The final high-fidelity prototype introduced improved user flows for exploring sustainable footwear options and making purchases. It effectively addressed user needs for both delivery and pickup preferences, in addition to offering a more extensive range of customization features.

View the E-Gotex app:

[High-fidelity prototype]



Accessibility considerations

1

We improved accessibility by providing users who are visually impaired with an inclusive experience. This was achieved by incorporating alt text descriptions for images, ensuring compatibility with screen readers

2

We enhanced user navigation by implementing icons, which serve as visual aids to simplify the user experience and make it more intuitive.

3

We employed detailed imagery for footwear products and their various design elements, ensuring that all users, regardless of their level of familiarity with sustainable fashion, could better comprehend and appreciate the designs

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app leaves users with a strong impression that E-gotex is genuinely dedicated to fulfilling their sustainable footwear needs.

One quote from user feedback:
“This app made it incredibly convenient and enjoyable to explore sustainable shoe options. It's become my go-to for finding eco-friendly, stylish, and comfortable footwear choices.”

What I learned:

During the design journey of the E-Gotex app, I gained valuable insights that reinforced the notion that initial concepts are just the starting point. Usability studies and feedback from peers played a pivotal role in shaping and improving each iteration of the app's designs.

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Next steps

1

The next critical phase involves further refinement of the high-fidelity prototype based on the insights from usability studies. This will ensure that the app is well-polished and user-friendly.

2

Conduct additional rounds of user testing to validate the changes made to the prototype. User feedback will be crucial in fine-tuning the app for a seamless user experience.

3

Once the prototype is refined and validated, the project can proceed to the development phase. This will involve creating the actual app and preparing for its launch to the market.

Let’s connect!

Thank you for your time reviewing my work on the E-gotex app! If you’d like to see more or get in touch, my contact information is provided below.

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