IE 418 - UX Design For Mobile Application

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App - The Souled Store Shopping


<u>Overview</u>

The Souled Store app is a fun shopping app where you can buy cool clothes, accessories, and items inspired by your favorite movies, shows, and sports. It's easy to use, with simple navigation to find what you like. You can quickly add items to your cart and check out without any hassle. The app also gives special offers and shows products based on your interests, making shopping simple and exciting.

Fogg's Six Elements of Simplicity:

1. Time
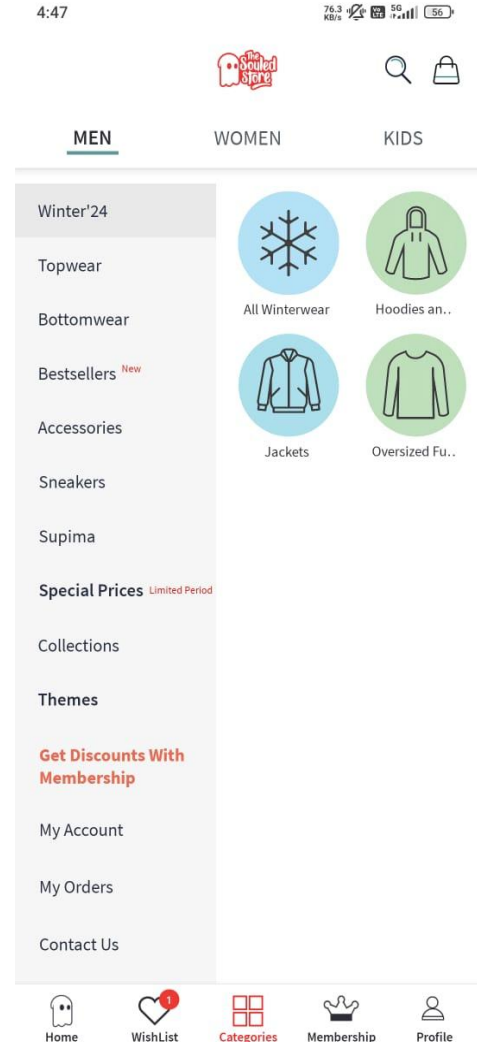
Rating - 4.5 / 5

- The Souled Store app allows users to quickly browse collections based on categories like "**winter wears**", "**Best Sellers**" or "**Theme based**" etc.

2. Money

Membership Benefits 👑

BIG DISCOUNTS
Save big on ALL products every day. Why wait for a sale?

FREE DELIVERY
our shipping charges are on us.

EARLY ACCESS
Get your hands on select products and designs before others do

PRIORITISED SHIPPING
We ship your orders before everyone else's.

ADD MEMBERSHIP TO CART

Price Details (1 item)

Cart Total	₹ 1159.82
GST	₹ 139.18
Shipping Charges	Free ₹ 50.00
Total Amount	**₹ 1,299**
Cashback Earned	**129.90 Points**

₹ 1,299
VIEW DETAILS   **CONTINUE**

4:48

← **Cart**
1 Item ♡

Textured Polo: Rust Orange
Zipper Polos

Size: S ▼   Qty: 1 ▼

₹ 1299
MRP incl. of all taxes

Remove	Move to Wishlist

YOU MAY ALSO LIKE ∧

FRIENDS (Pack ... ₹199
Iron On Patches
ADD NOW

The Office (Pac... ₹199
Iron On Patches
ADD NOW

Batman: The D... ₹1599
Collectors Comic Books
ADD NOW

🏷 Apply Coupon ⌄

🏷 Gift Voucher ⌄

🎁 Gift Wrap (₹ 25) ☐

💰 TSS Money / TSS Points ⌄

₹ 1,299
VIEW DETAILS   **CONTINUE**

Rating - 4 / 5

- The Souled Store regularly provides discounts, offers.The app clearly displays the pricing, any available discounts, and additional benefits upfront, ensuring users are fully aware of costs and savings.TSS points are reward points that customers can earn at The Souled Store for every purchase. Customers can redeem these points on future purchases, but they have an expiry date and cannot be used with discount coupons.The app also provides membership benefits which saves users money.
- The app also charges fix ₹ 50 for Shipping charges.

3. Physical effort -

Rating - 4 / 5

- The app provides an easy browsing experience with large, tappable buttons, easy scrolling, and a simple checkout process. Users can also save favorite products to a Wishlist or their cart for easy access later, minimizing the effort of finding items again.
- This app also features a wide range of categories so customers can find favorable items easily. The app also provides auto detect location and saving address options to minimize the customer effort.
- Majorly used buttons are placed at the bottom but placing search and cart buttons at the top requires more effort from the users.

4. Brain cycle

Rating - 5 / 5

- The Souled Store app uses clear visual cues like product thumbnails, price tags, and call-to-action buttons like "Add to Cart". It features organized categories and sections that guide users smoothly through the shopping experience without requiring much thought about where to find things using features like **filter** and **sort**.

5. Social Deviance

Rating - 4.5 / 5

- The Souled Store encourages people to share what they buy or what they want to buy with their friends on social media, which is a common thing to do. It also helps people feel like part of a community by showing popular or trending products that are linked to pop culture, like movies, shows, or music, which many people enjoy and like to share.
- Although people can't share their Wishlist to their friends.

6. Non-routine

Rating - 5 / 5

- The app sends notifications for new arrivals, exclusive deals, or limited-time offers at times when users are likely to check their phones, making these actions fit into their daily shopping habits.
- Helps you get your favorite fashion at your door-steps.