Point Of View

Point of View (POV) statement: "How might we redesign the Urbanic application and website to create a seamless and inclusive online shopping experience for fashion-forward consumers in Latin America and Asia, offering affordable, trendy fashion styles while celebrating diversity and challenging traditional beauty standards?"

URBANIC

Users

Fashion-forward consumers in Latin America and Asia who value diversity, appreciate individuality, and seek to express their personal style through fashion. They are trend-conscious, open to exploring unique fashion choices, and prioritize affordability without compromising on quality. They are passionate about challenging traditional beauty standards prevalent in the fashion industry and aspire to celebrate their diverse shapes, sizes, and cultural backgrounds through their fashion choices. They actively seek an inclusive and empowering online shopping experience that resonates with their personal values and allows them to express their unique identity. They are tech-savvy and expect a seamless, immersive, and personalized shopping experience that goes beyond traditional browsing and offers engaging features such as virtual try-on, highresolution visuals, and interactive content.

Needs

A seamless and inclusive online shopping experience that celebrates diversity, provides affordable, trendy fashion styles, and challenges traditional beauty standards Insight: Existing online fashion platforms often impose unrealistic beauty standards, lack inclusivity, and restrict access to diverse fashion options, hindering a truly engaging and empowering shopping experience for the target audienceThese fashion-forward consumers have a strong need for a seamless and inclusive online shopping experience that caters to their diverse fashion preferences, celebrates their individuality, and challenges traditional beauty standards. They seek a platform that offers a wide range of affordable yet trendy fashion styles that embrace different body types, cultural influences, and personal tastes.

Inference

- Beauty Standards and Inclusivity:
 Many existing online fashion
 platforms perpetuate unrealistic
 beauty standards, showcasing a
 limited range of body types and
 failing to represent the diverse
 shapes and sizes of the target
 audience.
- Limited Access to Diverse Fashion:
 The current fashion industry often restricts access to diverse fashion options, with a narrow focus on mainstream trends.
- Empowerment through Affordable Fashion: Affordability plays a crucial role for fashion-forward consumers in Latin America and Asia. Providing affordable fashion options allows them to keep up with the latest trends without compromising their budgets, empowering them to express their personal style.

THINK AND FEEL?

- Wants to stay updated on the latest fashion trends and styles.
- Desires to express their individuality and personal style through their clothing choices.
- Feels excited about discovering new fashion brands and collections.
- Worries about making the right fashion choices and staying fashionable.

SEE?

- Sees fashion advertisements featuring stylish clothing and accessories.
- Sees online fashion content, such as lookbooks, fashion editorials, or style guides.
- Sees the app icon and promotional banners while browsing app stores.
- Sees a variety of fashion categories, brands, and collections when exploring
- Sees user-generated content, such as customer reviews and product photos

EMPATHY MAPPING



HEAR?

- Hears friends and acquaintances discussing the latest fashion trends and styles.
- Hears influencers and celebrities talking about their favorite fashion brands or collaborations.
- Hears about the app through advertisements on social media, television, or online platforms.
- Hears about exclusive discounts, sales, or promotions
- Hears positive or negative feedback

SAY AND DO?

- Adds items to their wishlist or shopping cart for future purchase.
- Reads customer reviews and ratings to make informed purchasing decisions
- Talks about the importance of fashion and personal style in their lives.
- Expresses the desire to find trendy and fashionable clothing options.
- Asks friends and family for fashion recommendations and opinions.
- Discusses the need for convenient and hassle-free online shopping experiences.

Team ACE – MindMap (URBANIC)

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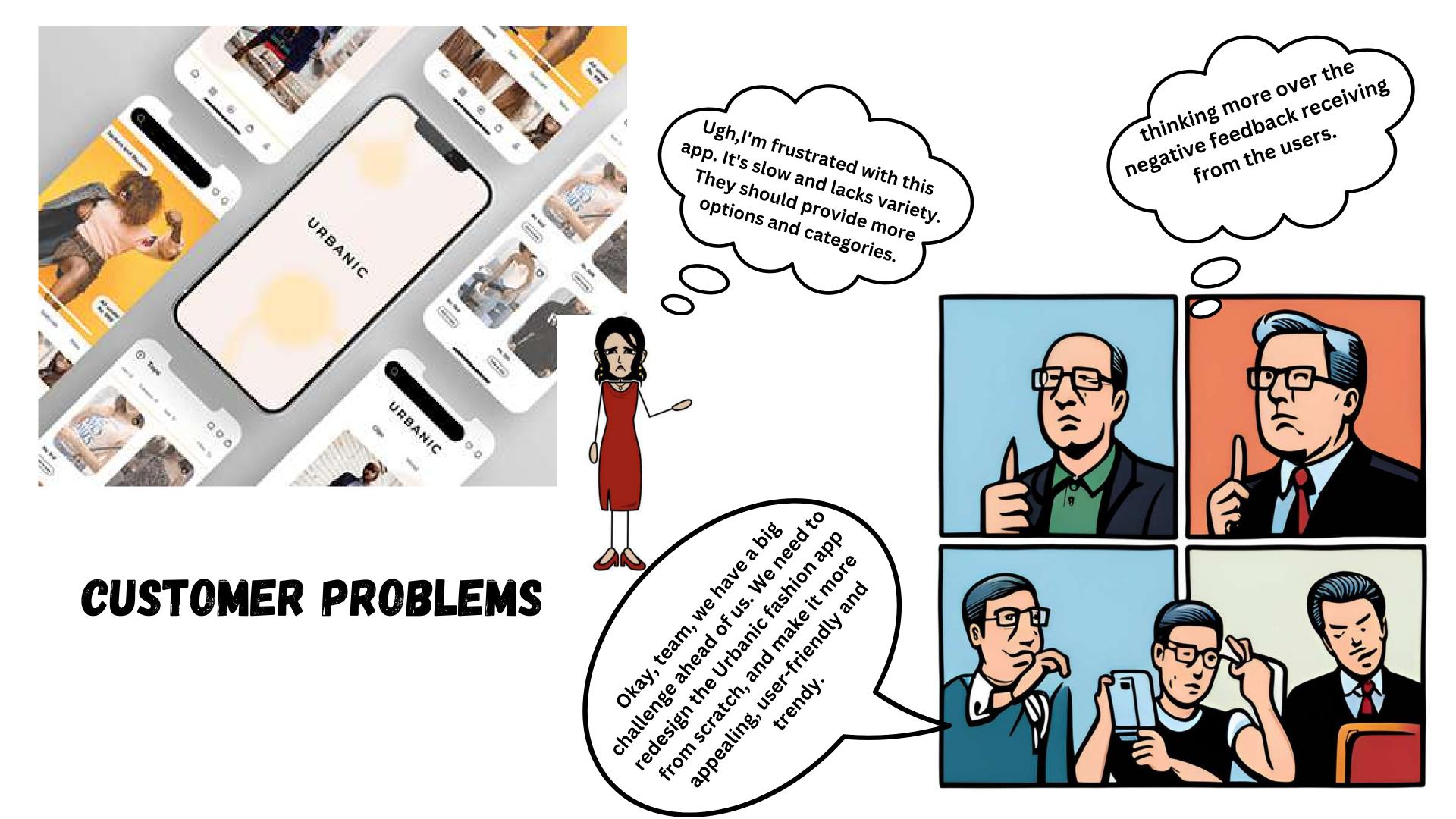
URBANIC:

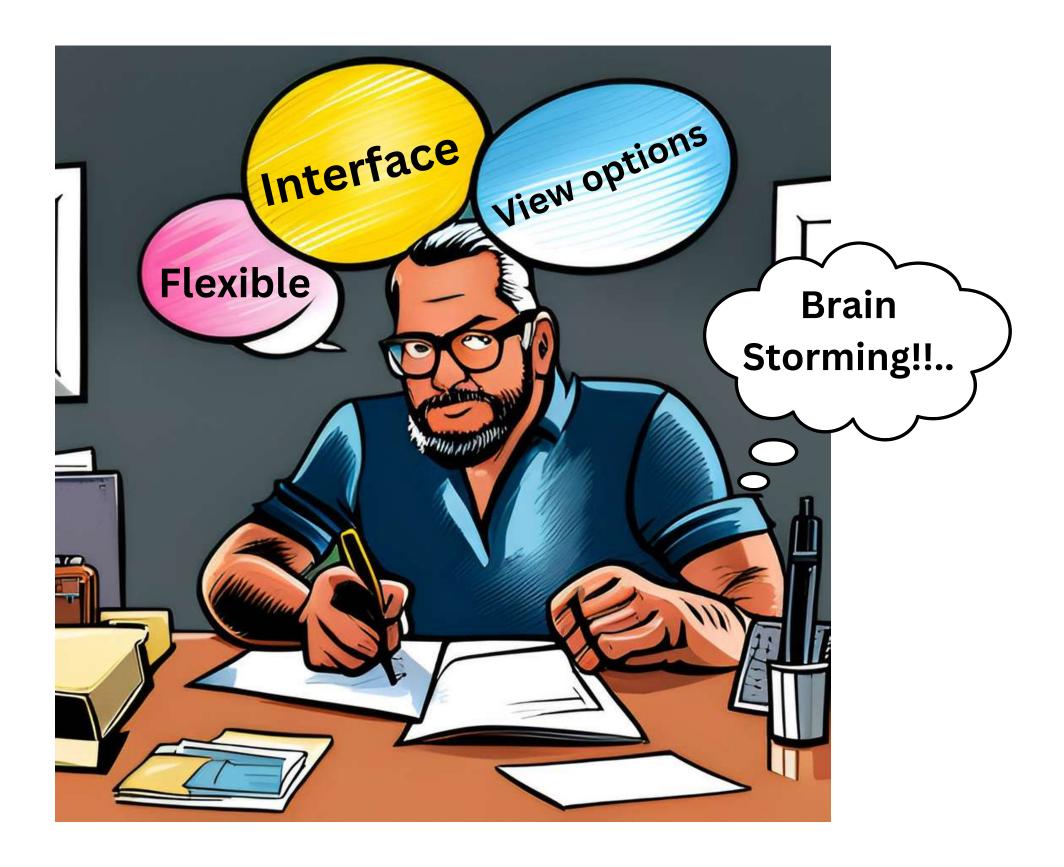
- a) Notifications
 - 1. Order Updates
 - 2. New Arrivals
 - 3. Sale Alerts
 - 4. Wishlisted Products
 - a. Back In Stock
 - b. Few Items Left
 - c. Price Drop
 - 5. Personalised Recommendations
- b) Customer Support
 - 1. Frequently Asked Questions (FAQ)
 - 2. Terms of Use
 - 3. Contact Information
 - 4. Help Centre
 - 5. Returns And Exchanges
 - 6. Live Chat (Agent/Bot)
- c) Cart/Checkout
 - 1. Add To Cart
 - 2. Quantity/Size Selection
 - 3. Contact Information
 - 4. Shipping/Address Options
 - 5. Billing/Payment Options
 - 6. Order Confirmation
- d) Customer Profile
 - 1. User Login/Sign up
 - 2. Account Details
 - 3. Wishlist
 - 4. Order History
 - 5. Points/Coupons/Membership
 - 6. Settings
- e) Search/Filter/Sort
 - 1. Keyword/Photo/Code Search
 - 2. Brand
 - 3. Colour
 - 4. Size
 - 5. Price Range Sort
- f) Products
 - 1. Clothing
 - a. Dresses
 - b. Tops
 - c. Bottoms
 - d. New Arrivals
 - e. Discounted Prices
 - f. Co-ords

g. Sports/Denim

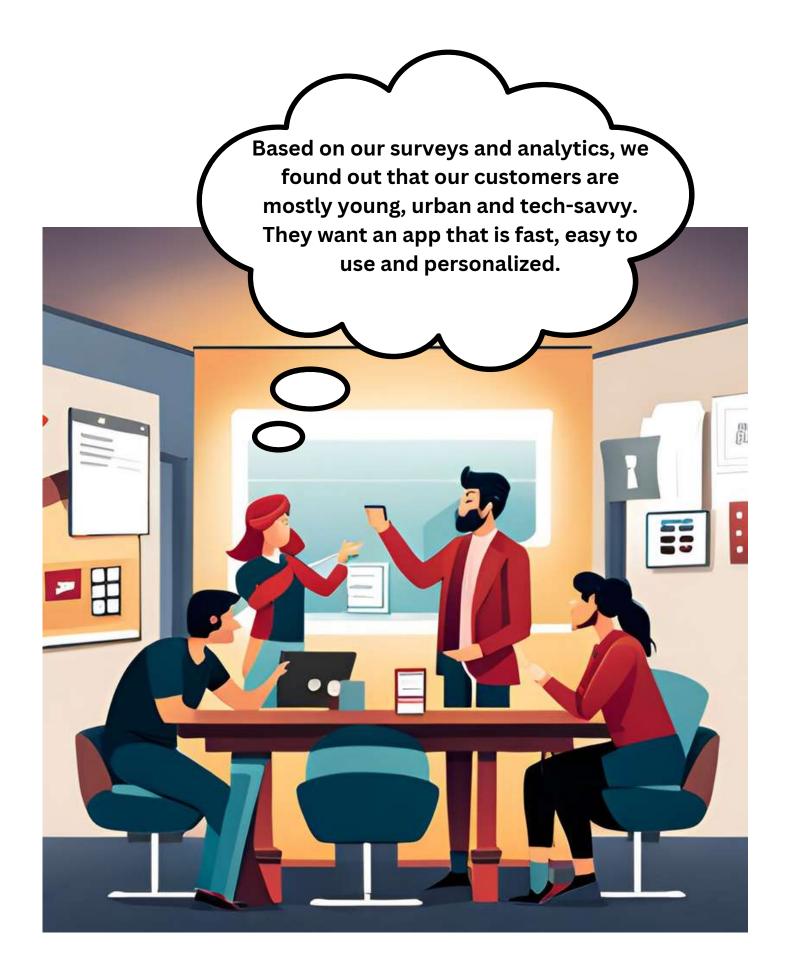
- 2. Accessories
- g) General User
 - 1. Aesthetics
 - 2. Ease of Use
 - 3. User Interface (UI)
 - 4. User Experience (UX)
 - 5. Maintainability
 - 6. Effectiveness & Efficiency
 - 7. Accessibility & Inclusiveness
- h) Social Interaction
 - 1. User Reviews/Ratings
 - 2. Sharing on Social Media
 - 3. Fashion Communities / Influencers / Brands.

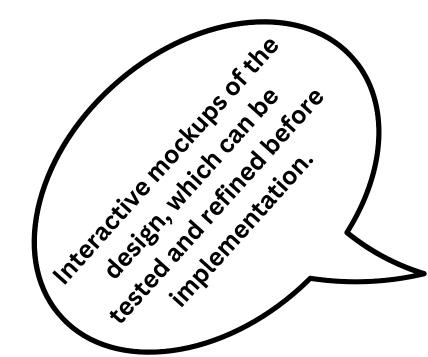






COMPANY REDESIGN







How is it!!???



They Made book

We're working on enhancing the app's performance, navigation, and interface using modern design principles like minimalism, contrast, and animation to achieve a sleek and elegant appearance.







Great Response!



New Fashions



• Urbanic is more than just an app. It's a lifestyle. It's a way of expressing yourself, your personality and your mood through fashion. It's a way of connecting with others who share your style and taste. It's a way of discovering new trends and inspirations every day. Urbanic is your ultimate fashion destination.

ROAD MAP URBANIC

