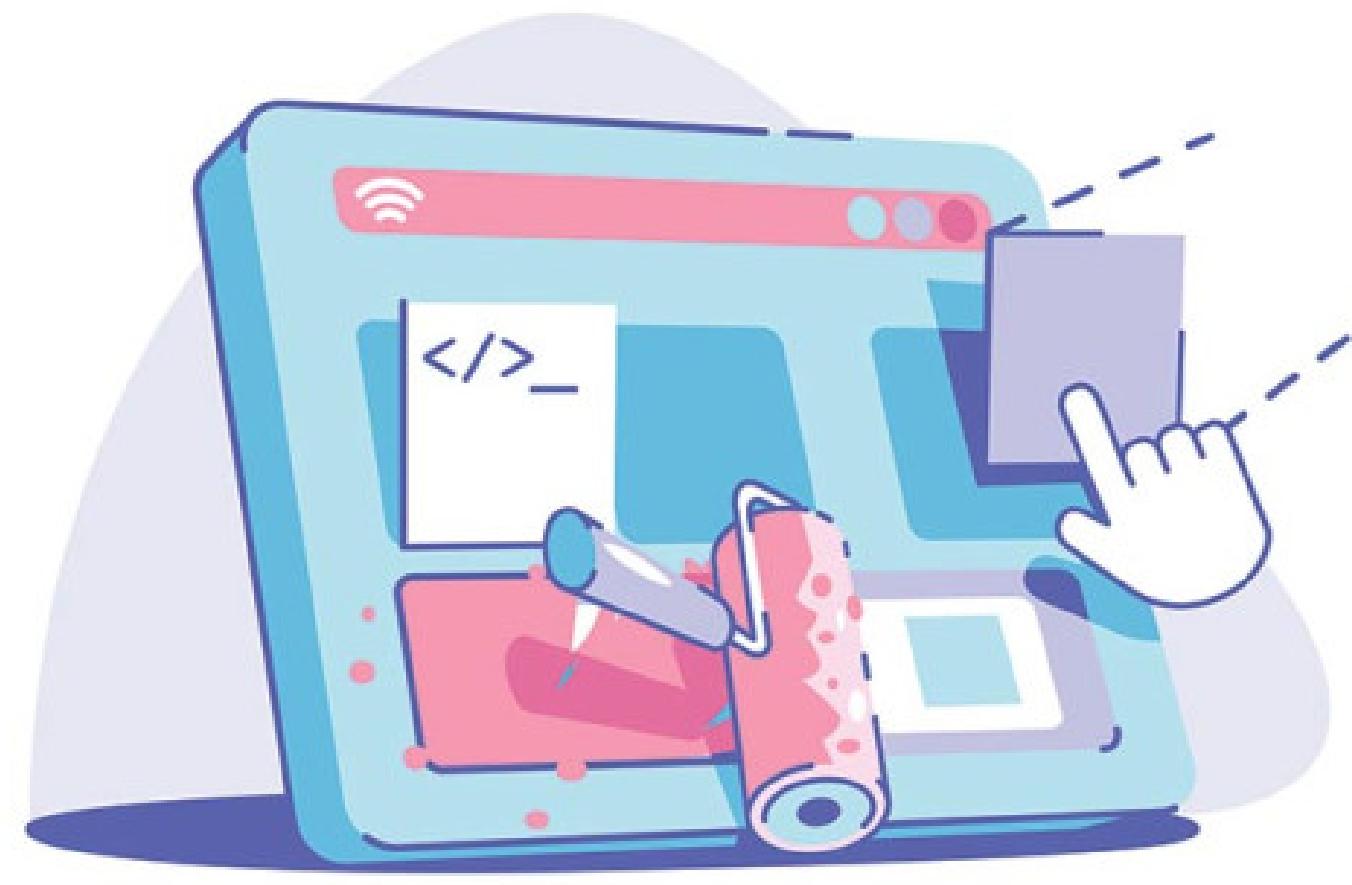


Redesigning Project Through The Design Lifecycles

About Redesigning

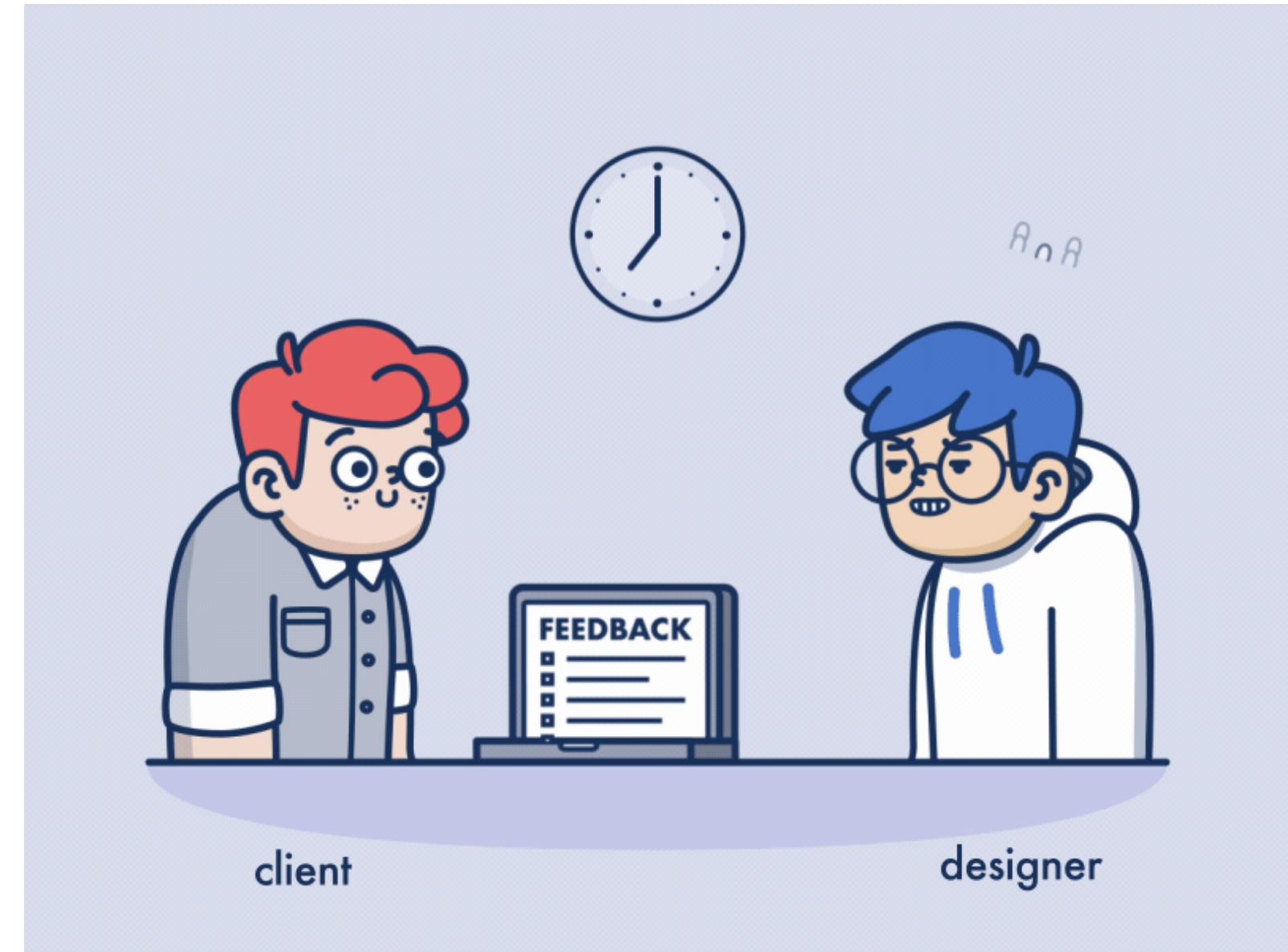
- The aim of redesigning is to create a better experience for users and improve usability.
- The factors that lead to the decision to redesign should be focused on increasing the user base by creating and adding new content. The sole purpose of redesigning is not to rebrand, change aesthetics, look or feel and change placements of the existing elements in the layout.
- A redesign should shape both quantitative and qualitative design needs.
- The end result of a redesign should always improve the functionality by solving the existing problems.



Customer Feedback

Customer feedback plays a crucial role in the website redesign process. Here are five points highlighting how customer feedback influences and guides the redesign:

- 1. Identifying issues:** Feedback helps pinpoint pain points and usability problems, providing valuable insights for improvement.
- 2. User preferences:** Feedback offers insights into user preferences, guiding the redesign to better meet their needs and desires.
- 3. Feature requests:** Customer suggestions and requests help prioritize new functionalities and address user demands.
- 4. Design validation:** Gathering feedback on proposed designs validates whether they align with user expectations and allows for adjustments.
- 5. Prototype testing:** Customer feedback aids in testing prototypes, uncovering issues, and refining the design.



Aim of a Re-Design

- To bring reformation in business.
- Improve user experience.
- Put more emphasis on content.
- Design optimization for the reading experience
- Optimization for search engines.
- Increase conversion rate.
- Surge speed.
- Add to the core accessibility features.
- Augment product engagement.
- Built sustainable engineering developments.
- Add the features of accessibility.
- Introduce new services.

Know Your Stakeholders

- The stakeholders usually have clarity about what hasn't worked so far, what has and what exactly needs to be reformed.
- The role of the design team here is to adapt, learn and understand those details.
- This is the process of asking questions and gathering all the information from the stakeholders.
- The answers and information collected meeting drive the direction for the rest of the project.



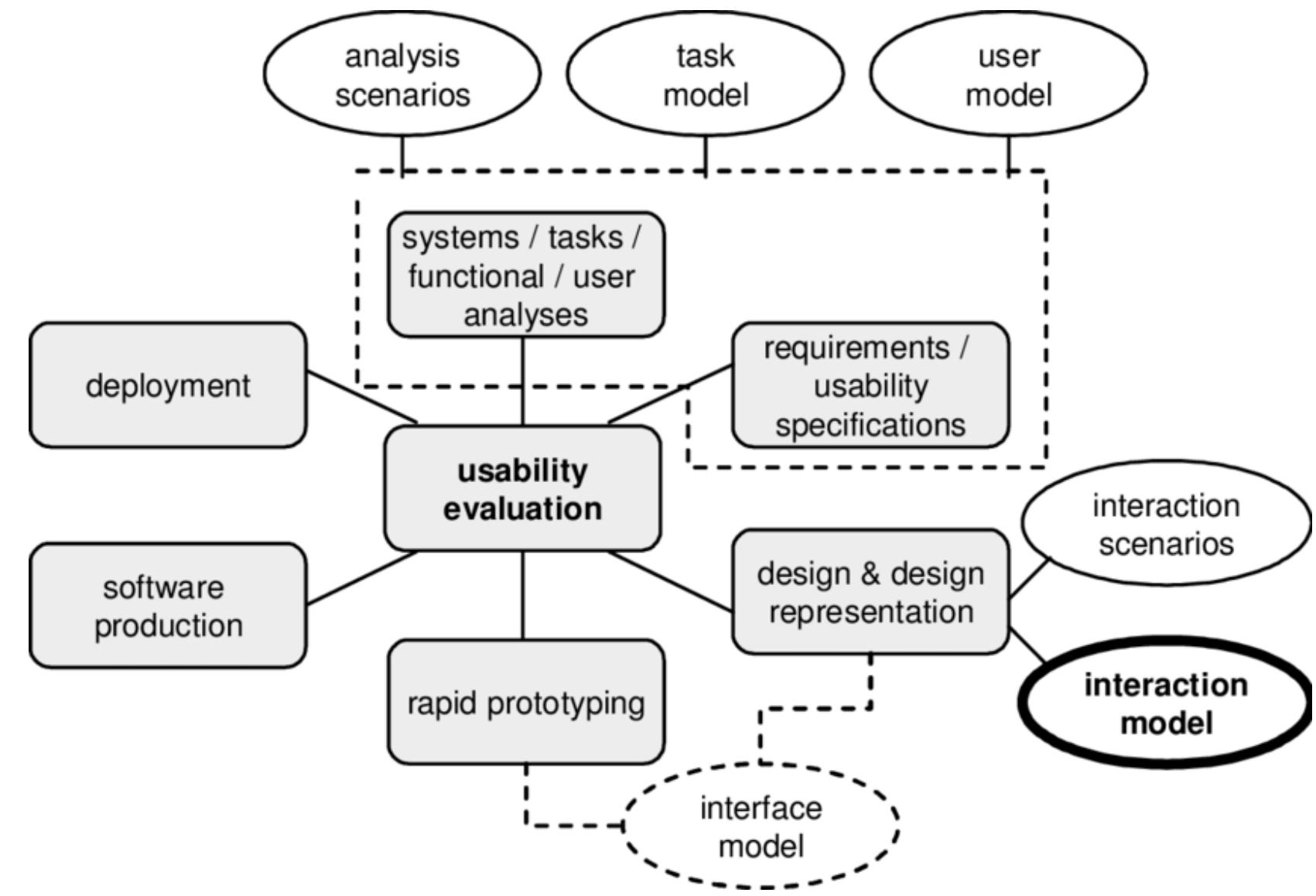
Main Points of Current Design

- Vision for brand and business.
- Core values.
- Brand guidelines and motive.
- Motivations for a redesign.
- Existing user persona.
- Target audience.
- Data from analytics.
- Style guide.
- Good points of the current design.
- Must keep and must-haves.
- Purpose of team and community.
- Short term goals and long term achievements.
- Deadline.

Star Lifecycle Model

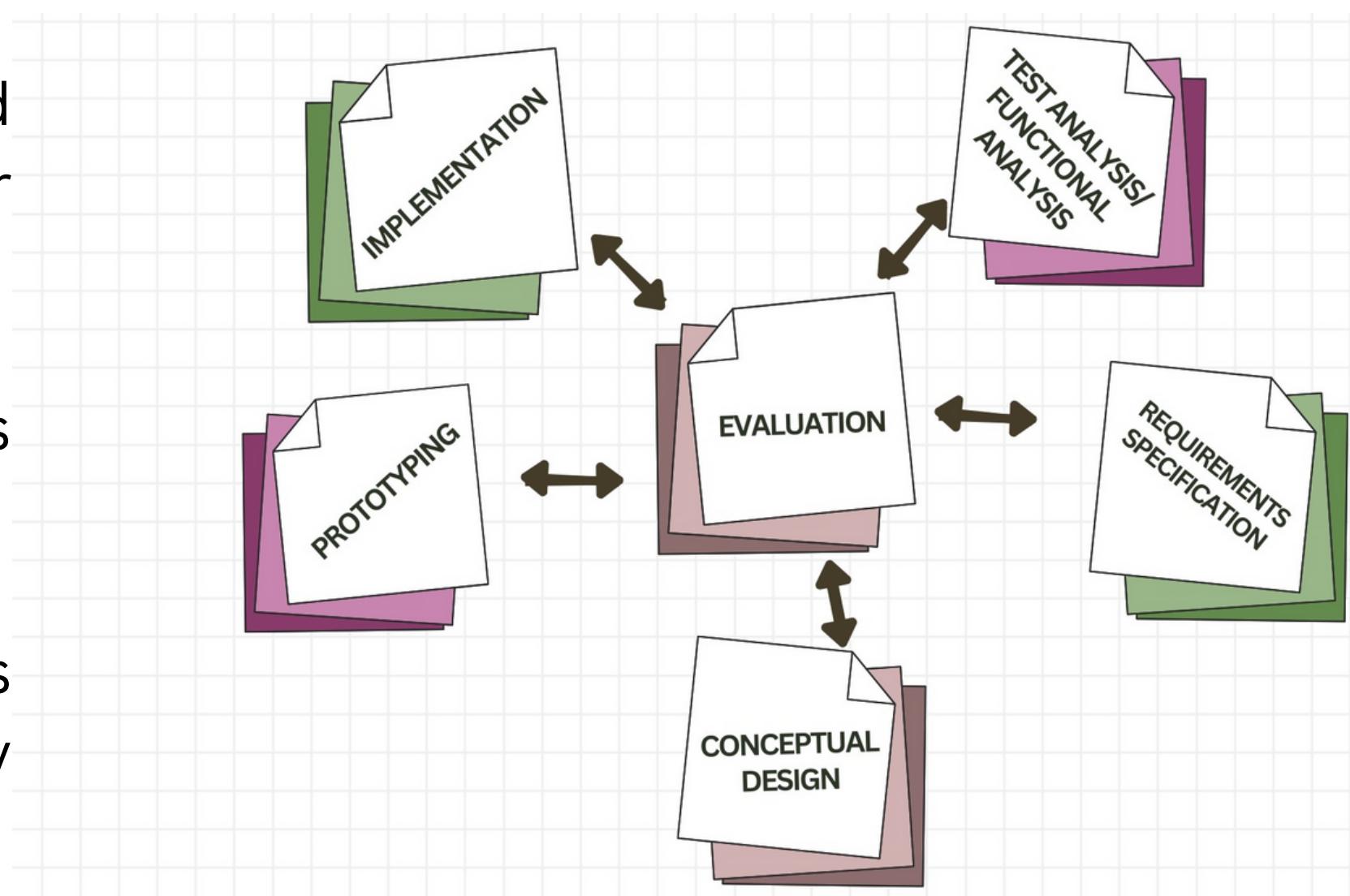
The Star Lifecycle Model is a user-centered design and incremental development approach that emphasizes continuous evaluation, iterative improvement, and a focus on user needs and expectations. It revolves around ongoing evaluation by users, stakeholders, and experts, seeking feedback and input at each stage to ensure the design meets user needs.

The model follows an alternating waves approach, combining analysis and synthesis, enabling rapid prototyping and incremental development based on user feedback. It promotes evolutionary development, gradually refining the design as requirements and product maturity increase. Suitable software tools support the process, distinguishing between conceptual and physical design. Overall, the model prioritizes a user-centered approach, emphasizing usability, accessibility, and delivering a positive user experience to ensure the final design meets user expectations.



Star Lifecycle Model

- **Continuous evaluation:** Ongoing feedback from users, stakeholders, and experts drives improvements throughout the redesign process.
- **User-centered approach:** Prioritizing users' needs and expectations ensures the new design meets their requirements.
- **Usability and accessibility:** Enhancing the website's usability and accessibility is a primary goal of the redesign.
- **Evolutionary development:** The redesign evolves gradually, incorporating new insights and ideas as they arise.
- **Continuous improvement:** Iterative refinement based on user feedback guarantees the final design meets expectations and requirements.



Spiral Lifecycle Model

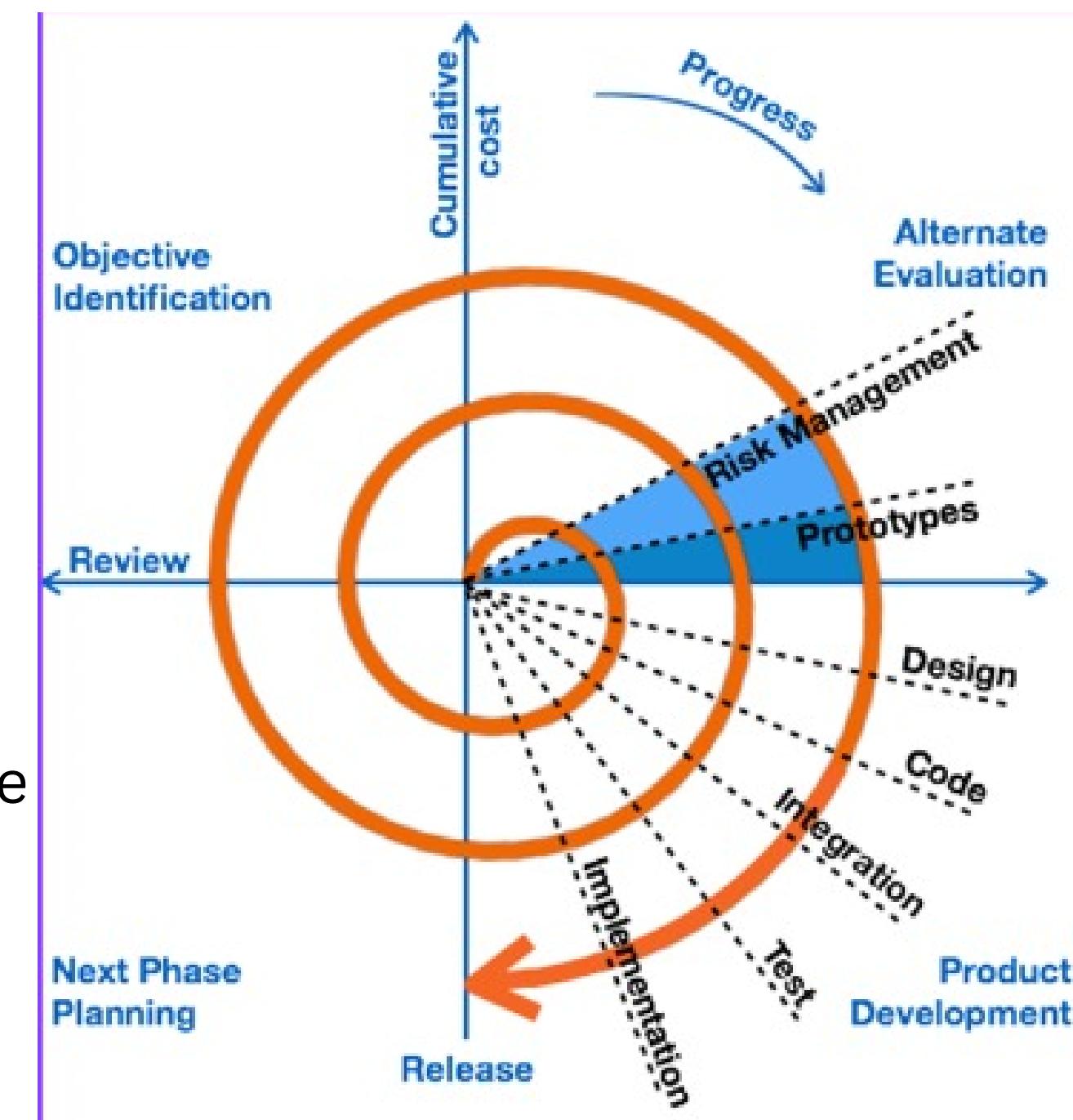
The Spiral Lifecycle Model is an iterative and risk-driven approach to software development that emphasizes flexibility, feedback, and mitigating risks. It involves a series of iterations, each consisting of four main activities: planning, risk analysis, development, and evaluation.



The model allows for the gradual expansion and refinement of the software through successive iterations. It incorporates customer feedback and accommodates changing requirements, making it well-suited for complex and large-scale projects. The Spiral model focuses on managing risks by addressing them early and incorporating risk mitigation strategies throughout the development process. It provides a systematic and adaptive framework for software development, allowing for continuous improvement and ensuring the final product meets the desired objectives.

Spiral Lifecycle Model

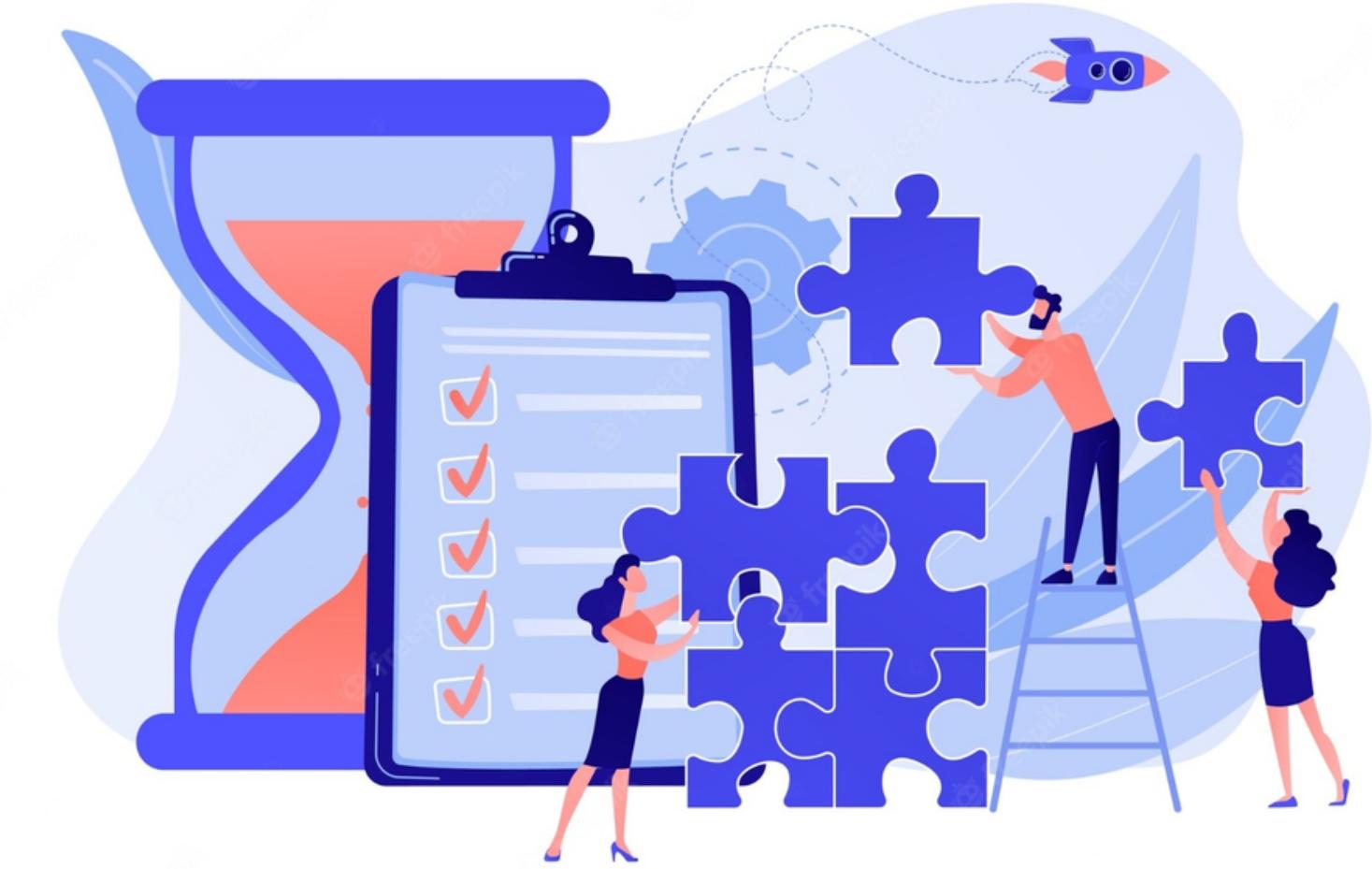
- **Risk mitigation:** Emphasis on risk analysis and mitigation allow early identification and mitigation of potential risks of the redesign, reducing the likelihood of major setbacks.
- **Iterative approach:** Enables the development team to incorporate user feedback and make incremental refinements (usability, functionality, performance, etc.) in each iteration, resulting in an increasingly improved re-design.
- **Stakeholder involvement:** Frequent evaluation phases allow for active stakeholder involvement and feedback gathering, so that their perspectives are considered throughout the redesign process.
- **Flexibility:** Enables the incorporation of evolving/additional changes in subsequent iterations, during re-design development, ensuring that the re-design meets the evolving needs of the target audience.



Website redesign facilitated by lifecycle models offers key benefits

- **Enhanced usability and accessibility:**

The redesign process improves the website's usability and accessibility by addressing user feedback and conducting usability testing. This boosts user satisfaction and engagement.



- **Continuous evaluation and refinement:** Ongoing evaluation and user feedback drive iterative improvements throughout the redesign process. This ensures continuous enhancement of the website's performance and user experience

- **Tailored to user needs:** User feedback is incorporated to meet specific user requirements, preferences, and pain points. The redesigned website aligns better with the target audience, enhancing their experience.

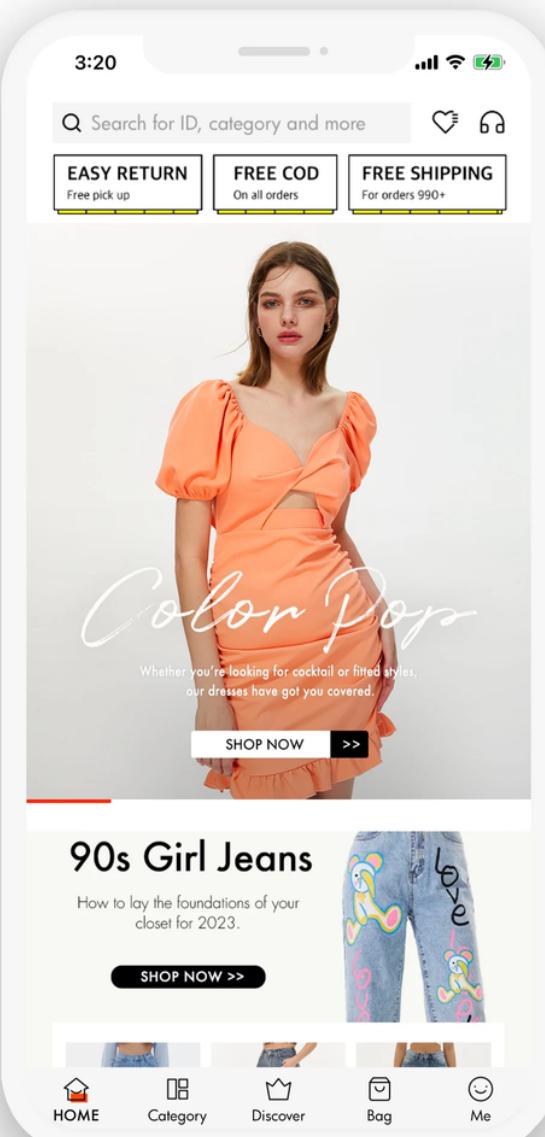


- **Positive business outcomes:** A successful redesign focusing on usability, accessibility, and user experience leads to increased conversions, longer user sessions, and repeat visits. This boosts brand perception, customer loyalty, and overall business success.

Enhanced Onboarding Experience

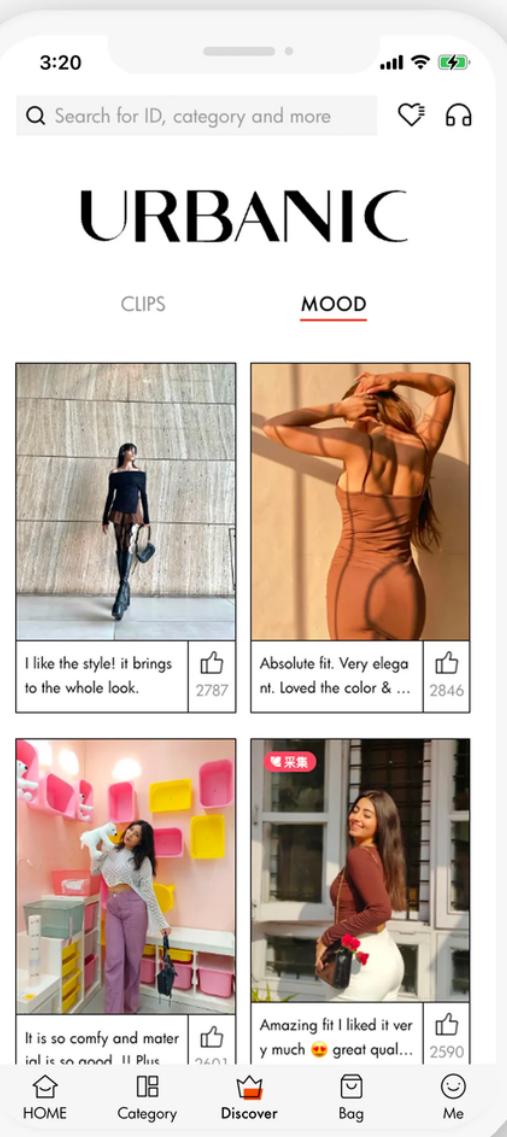
URBANIC

YOUR ONE STOP DESTINATION FOR
EVERYTHING FASHION



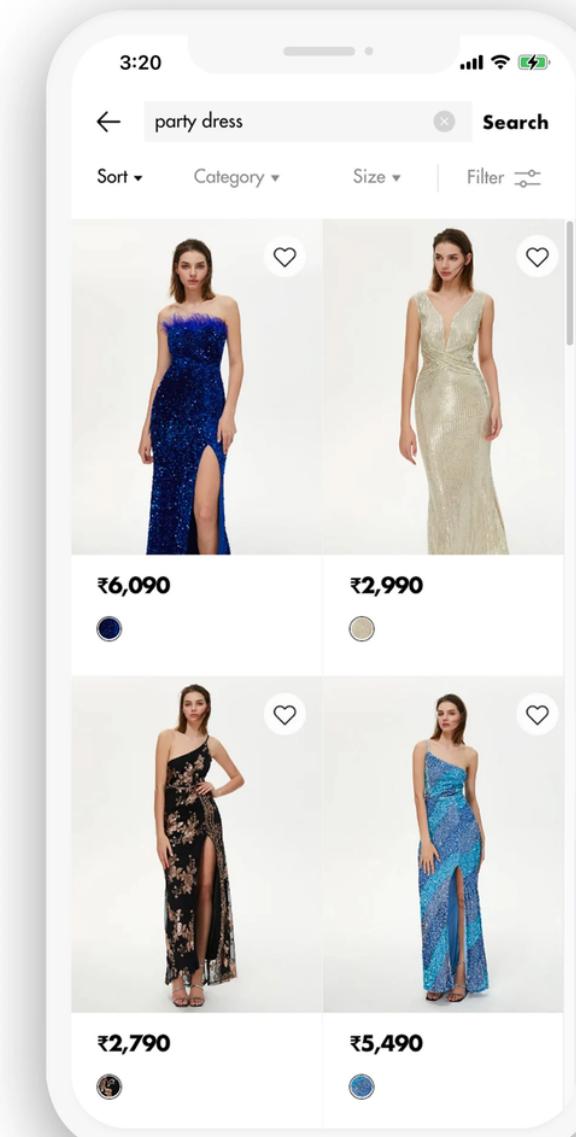
URBANIC

SEE WHAT YOUR FAVOURITE
INFLUENCER IS WEARING!



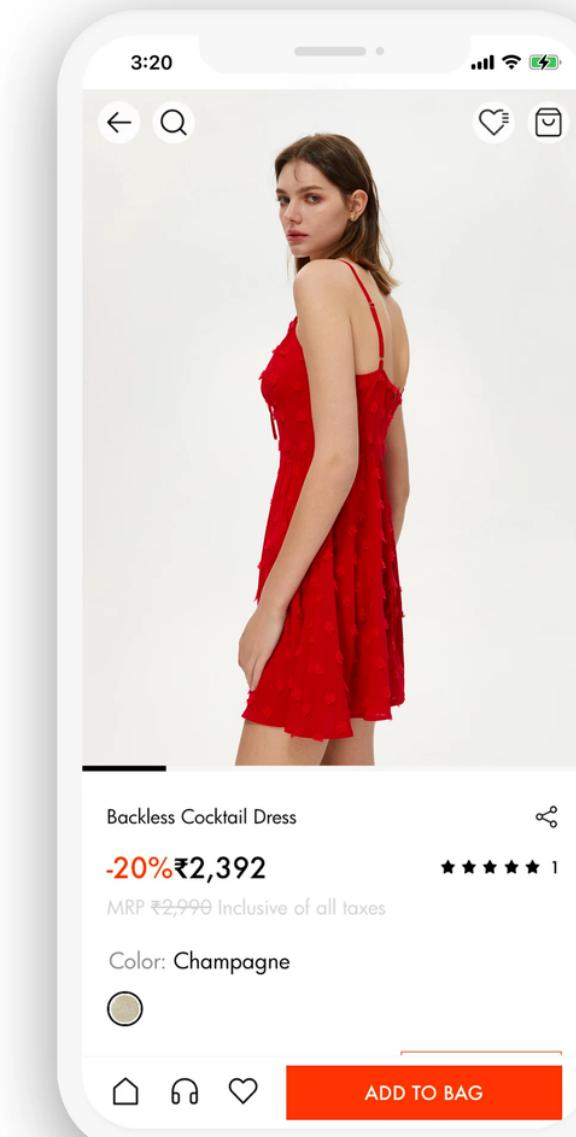
URBANIC

NEW STYLES ARE BEING ADDED
EVERYDAY FOR MORE OPTIONS



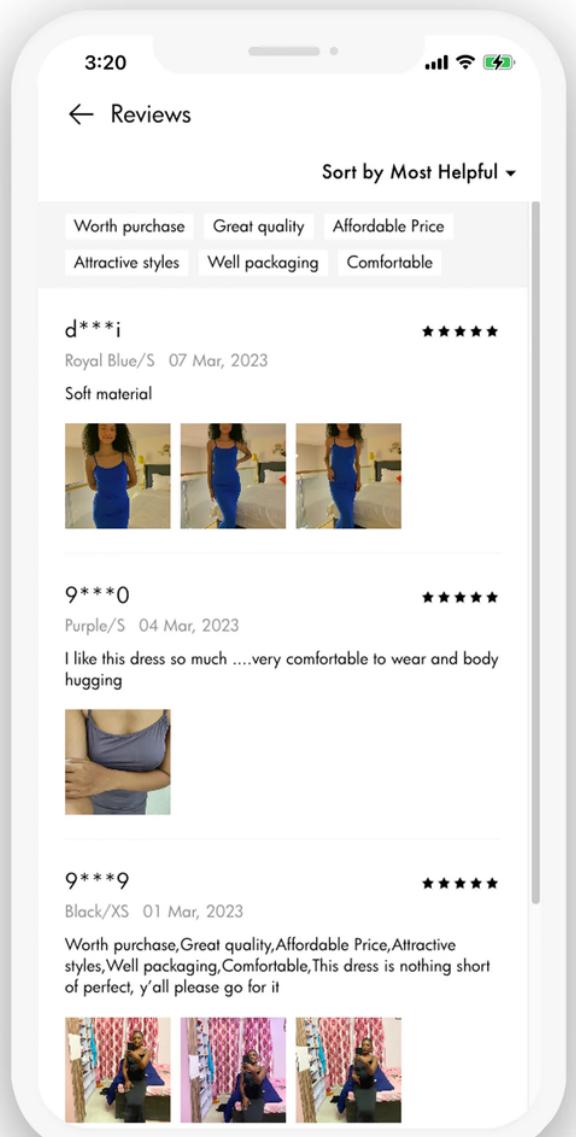
URBANIC

SHOP FOR YOUR FAVOURITES AT
AFFORDABLE PRICES

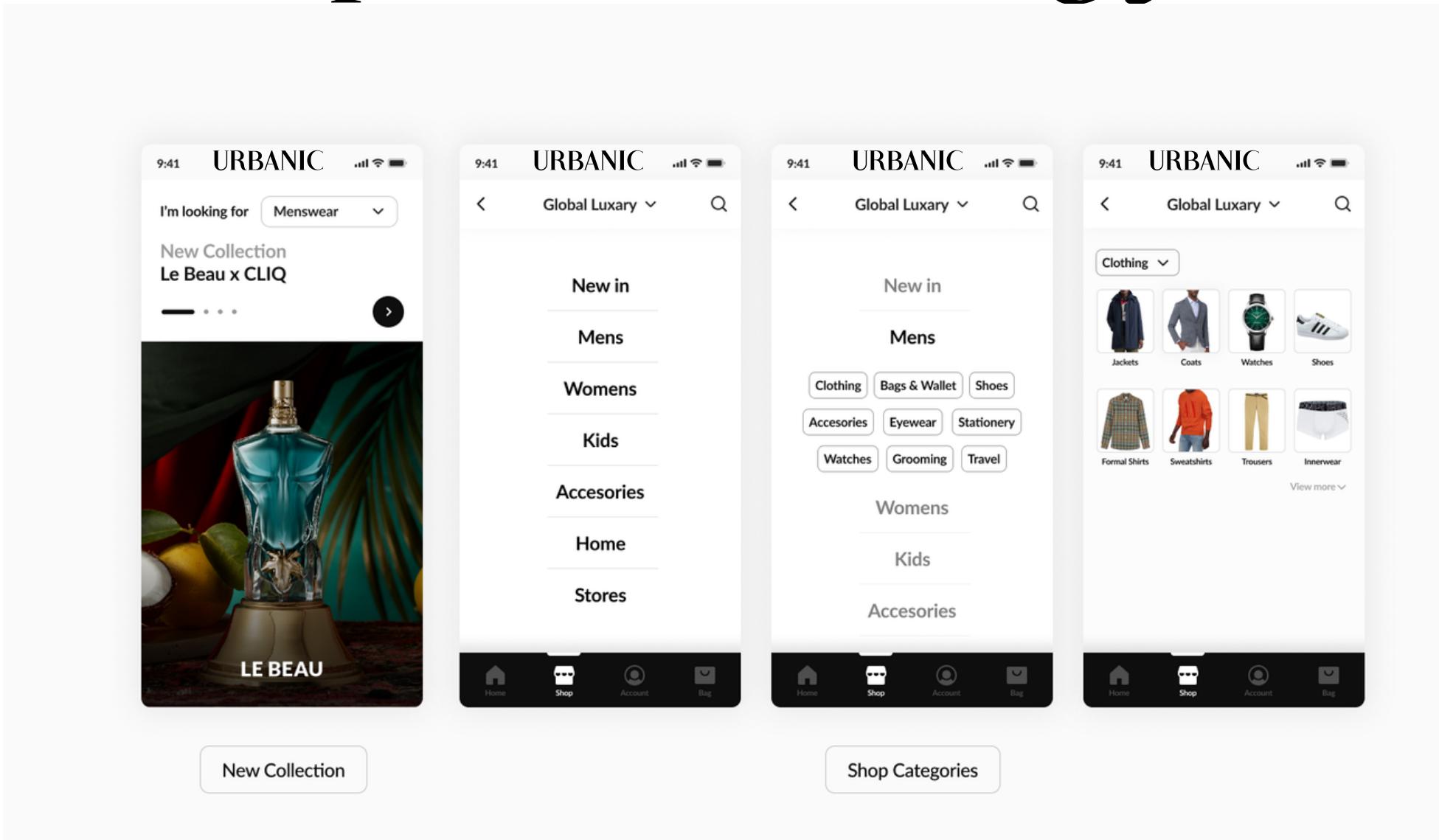


URBANIC

GET TO KNOW HOW MUCH PEOPLE
ARE LOVING WHAT THEY GOT.

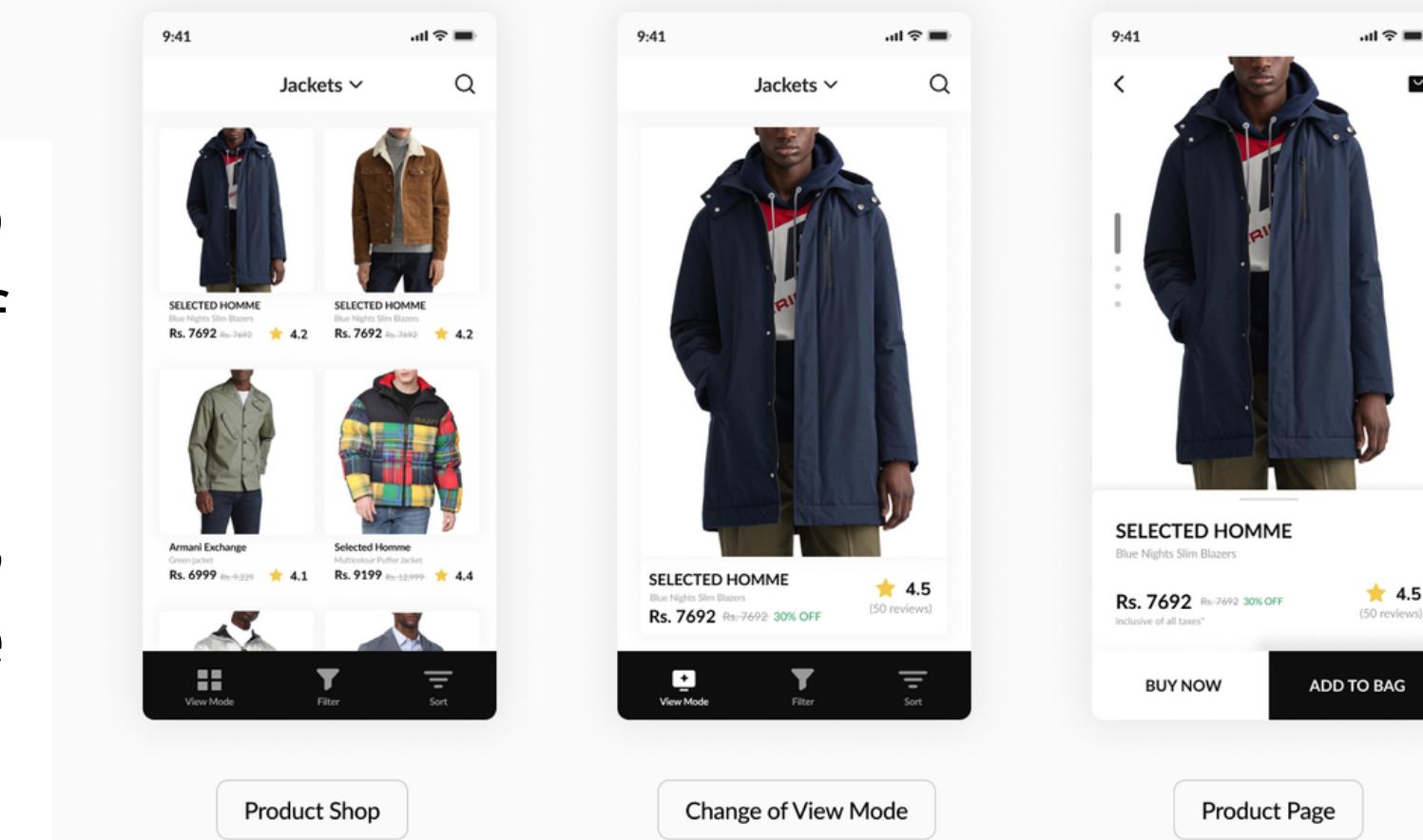


Revamped Onboarding Journey

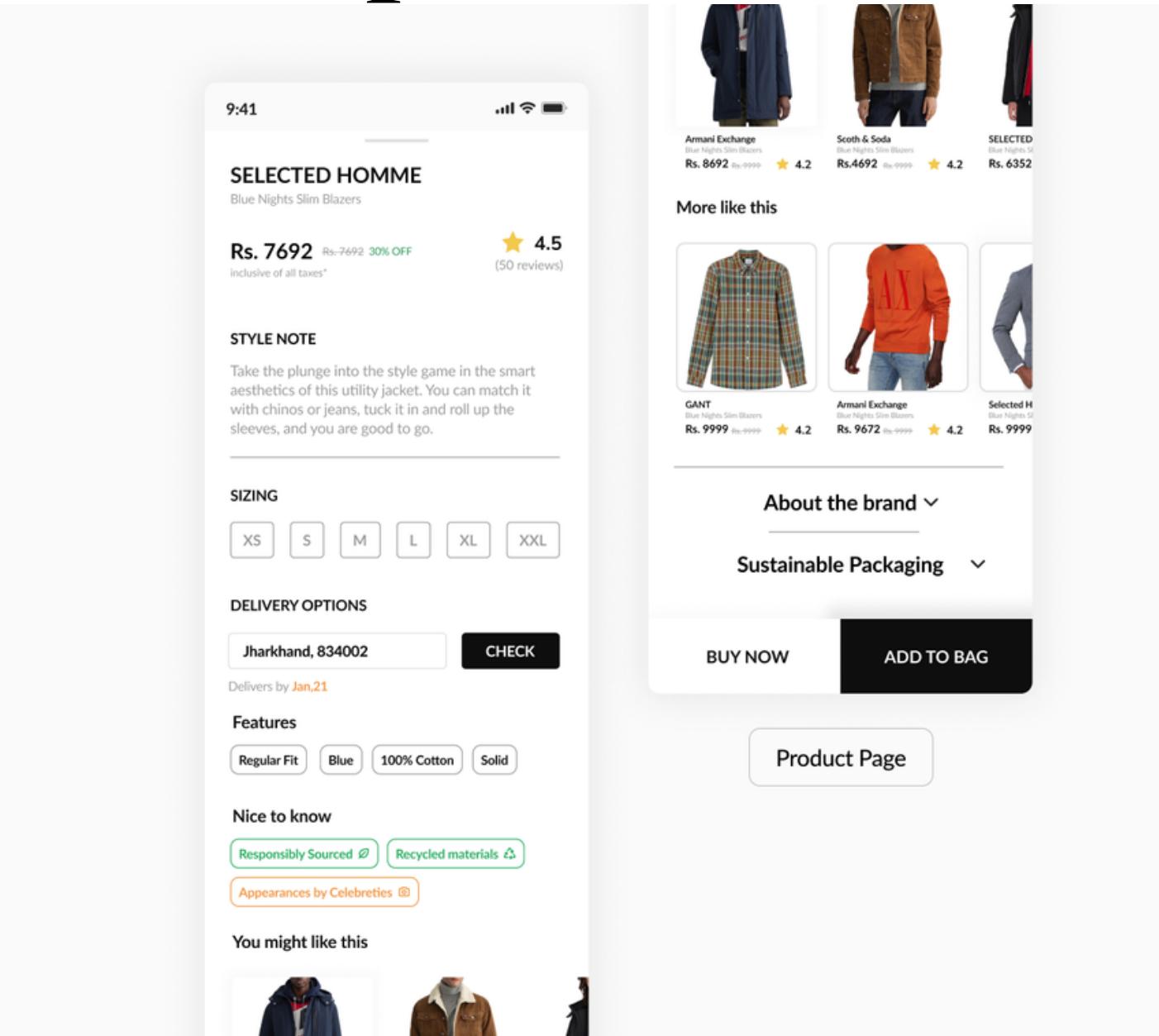


Implementing clear and intuitive filters, to allow easy navigation and customization of preferences, to refine a user's search and quickly find the intended content/features, enhancing their overall satisfaction with the app.

Reduction in the number of pages to streamline the overall flow and make it more concise and efficient by eliminating unnecessary steps and consolidating information.



Revamped Onboarding Journey



Using clear and straightforward language, intuitive visual cues, to bring clarity and help the users understand the app's functionality, features, and navigation through different sections.

9:41

9:41

9:41

My Bag

Delivering to: 110001 Jharkhand

CHANGE

My Selections

SELECTED HOMME

Rs. 7692

Size: 42

SELECTED HOMME

Rs. 7692

Size: 42

SELECTED HOMME

Rs. 7692

Size: 42

Save sizes for easy shopping?

Yes No

₹ 33,749 ₹40,231

BAG SUMMARY

Bag Summary

Bag Total ₹ 42,000

Shipping Charges ₹149

Product Discount(s) -₹8,400

Total Payable ₹33,749

Applicable Coupons Additional Bank offers, if applicable, can be applied during payment

Nice to Know

Responsibly Sourced Recycled materials

Appearances by Celebrities

Your order is placed!

Payment confirmed and your order is on the way!

BACK TO HOME

MAKE PAYMENT

Introduction of flexible view modes allows users to personalize their experience by selecting their preferred display options, customize their visual preferences and browsing habits.

Dreamscape

The screenshot shows the Urbanic website's mobile-exclusive interface. At the top, there's a navigation bar with categories: WOMEN, KIDS, HOME & LIVING, BEAUTY, and STUDIO. A search bar is positioned above a user profile icon, a wishlist icon, and a bag icon. The main content area features a large image of two women laughing and holding shopping bags. To the right of this image is a promotional section for 'WESTERN WEAR' with a circular badge indicating a 'Sale 30% Off'. Below this is a link '+ Explore more'. Further down is a 'DEAL OF THE DAY' section displaying various products like jackets, handbags, accessories, hoodies, and shoes, each with a price tag and discount information.

By eliminating the limitations of traditional laptop or PC interfaces, Urbanic's Mobile-Exclusive Design offers a fluid and engaging browsing experience, granting users unprecedented access to the latest trends and styles.

Distinctive Web Interface

We have meticulously crafted a web interface that is exceptionally unique and distinctive in its design and functionality.

