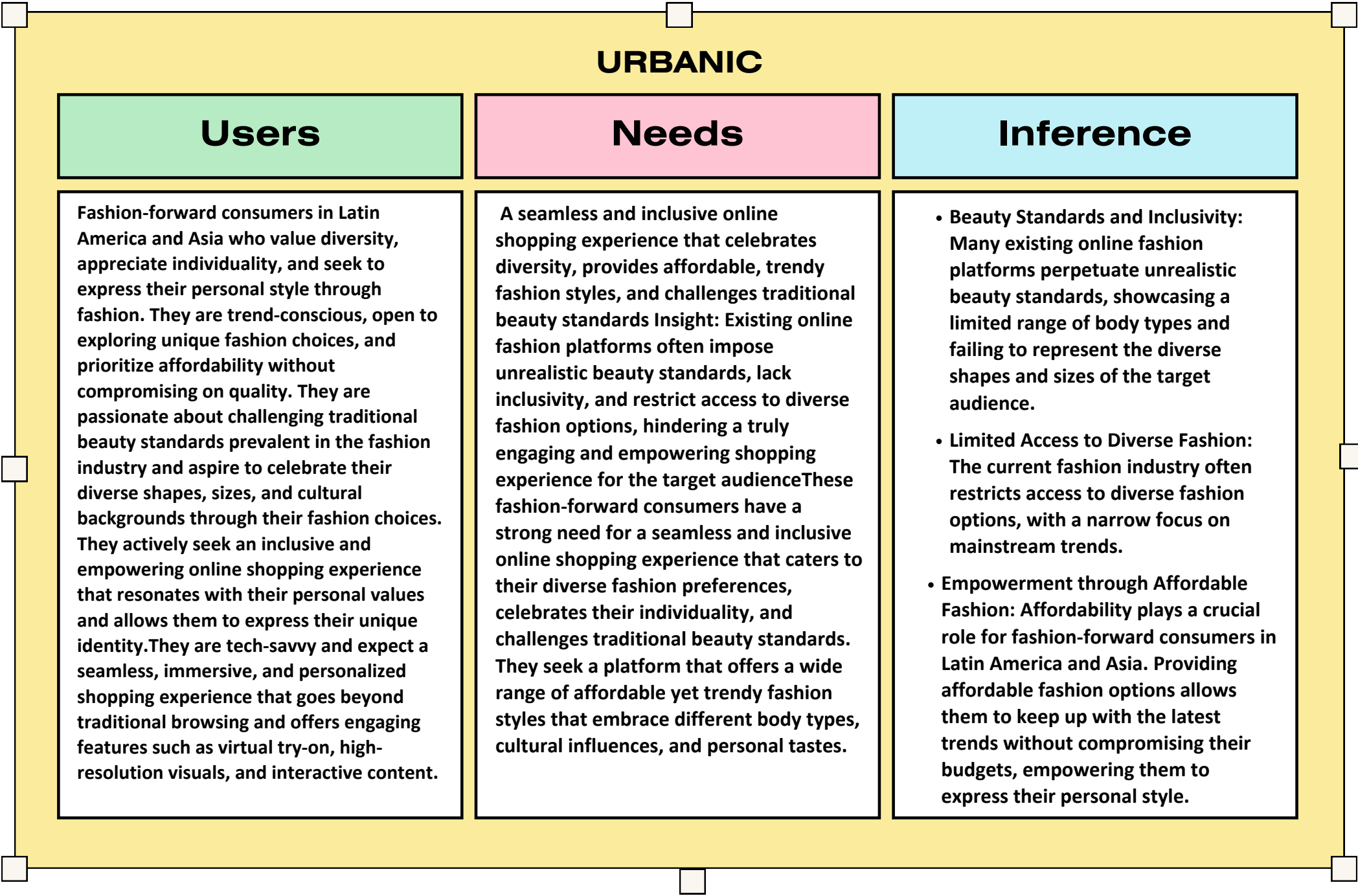


# Point Of View

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?"



## 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)

21BBS0213 – Ananya Haldar  
21BBS0227 – Meghanath Reddy  
21BBS0245 – Traie Vinod Sharma  
21 BBS0273 – Ananya  
212BBS0275 – Krishna Bajaj

### **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

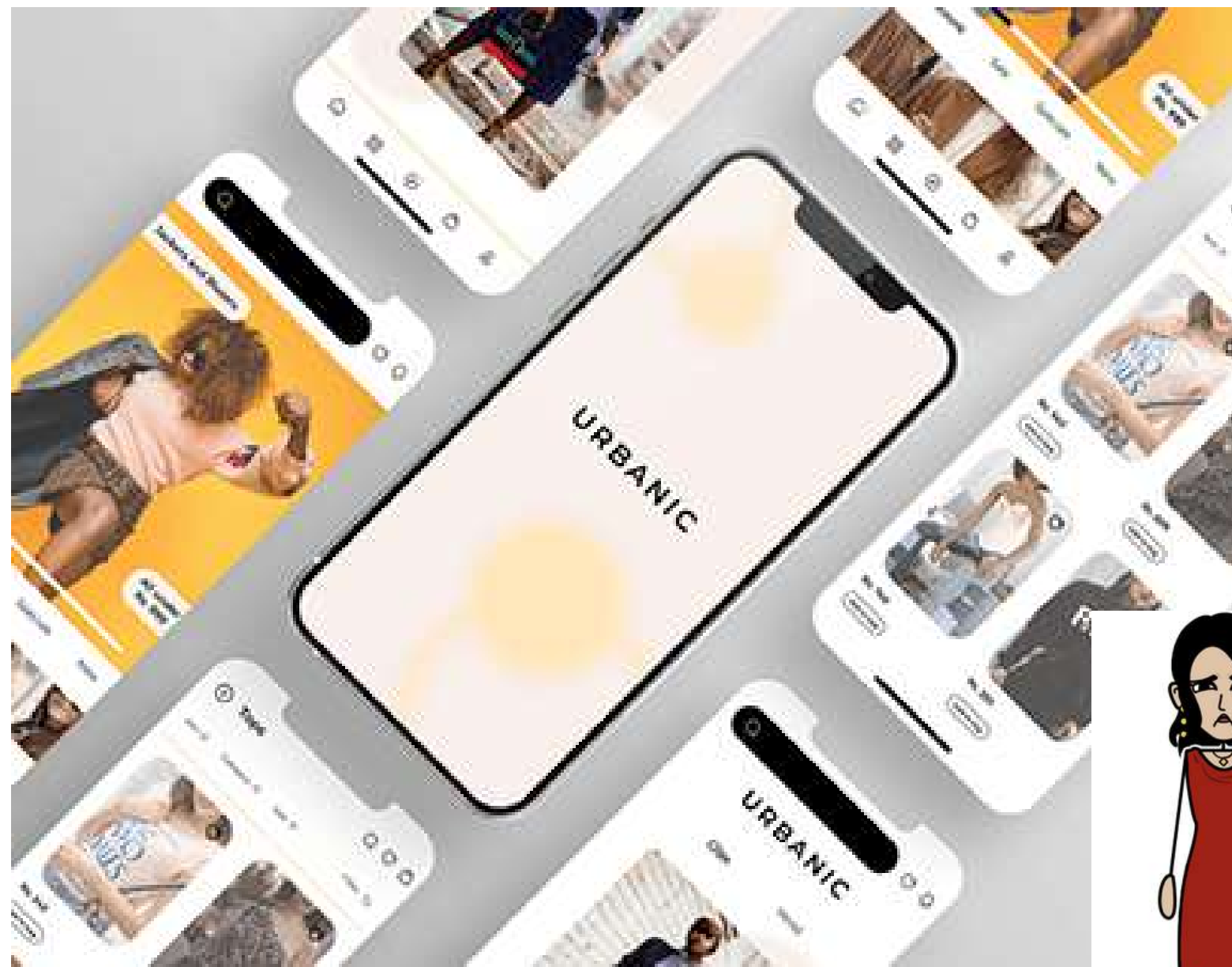
1. Aesthetics
2. Ease of Use
3. User Interface (UI)
4. User Experience (UX)
5. Maintainability
6. Effectiveness & Efficiency
7. Accessibility & Inclusiveness

h) Social Interaction

1. User Reviews/Ratings
2. Sharing on Social Media
3. Fashion Communities / Influencers / Brands.







Ugh, I'm frustrated with this app. It's slow and lacks variety. They should provide more options and categories.

thinking more over the negative feedback receiving from the users.



## CUSTOMER PROBLEMS

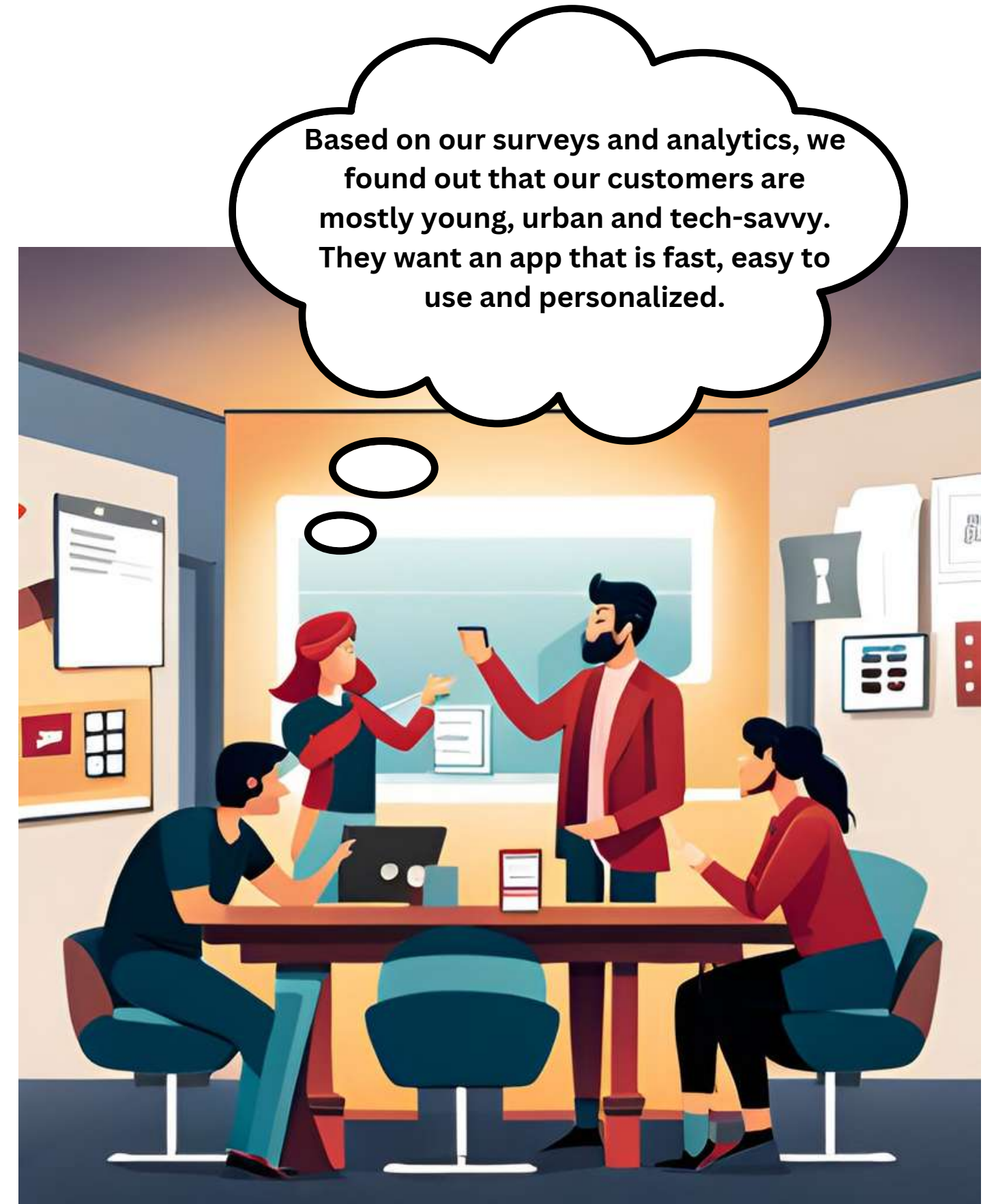
Okay, team, we have a big challenge ahead of us. We need to redesign the Urbanic fashion app from scratch, and make it more appealing, user-friendly and trendy.







## COMPANY REDESIGN

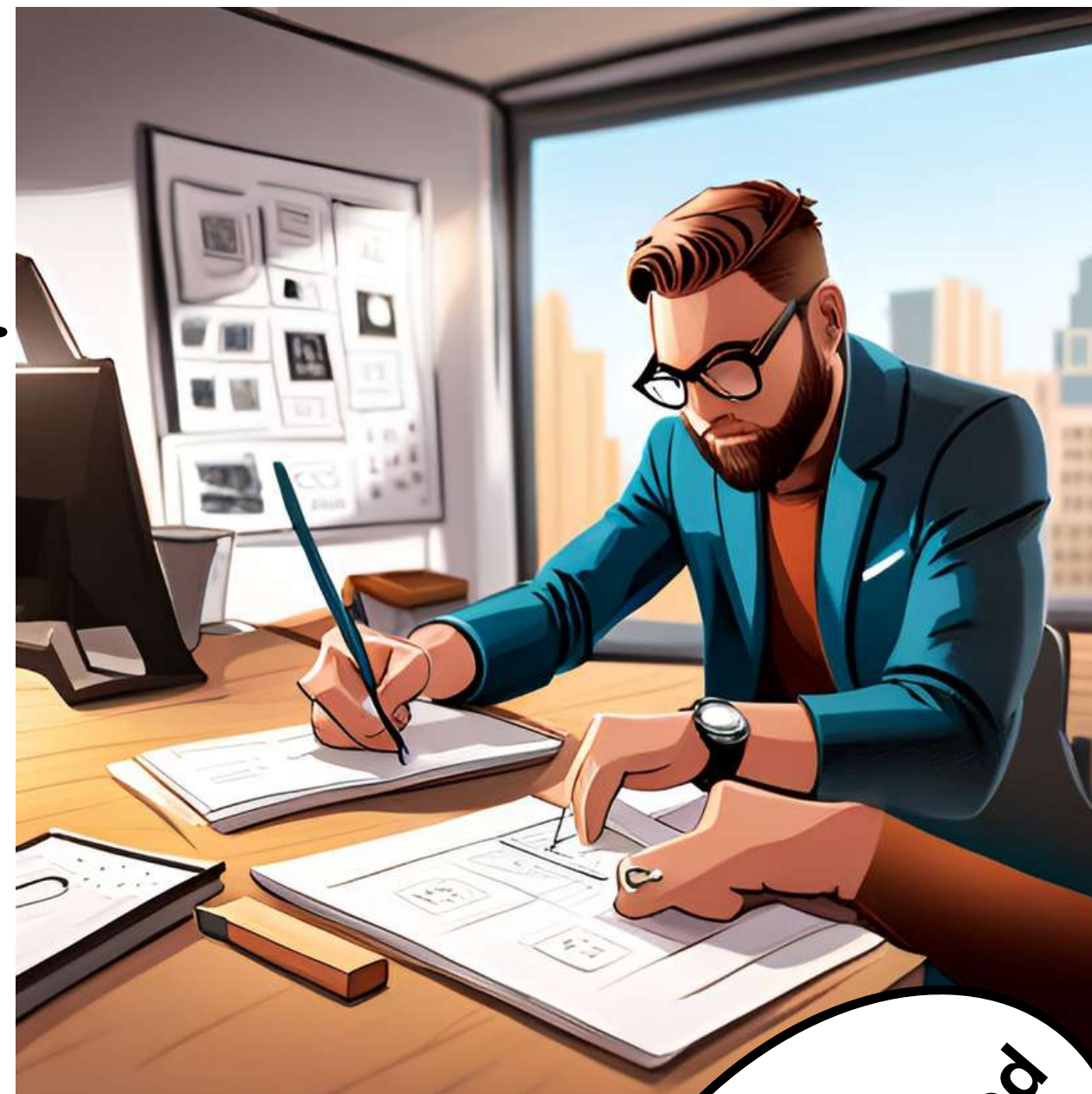




Interactive mockups of the design, which can be tested and refined before implementation.



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.



They Made good changes

How is it!!???





# NEW WEBSITE FEEDBACK



Personalized!!

Liked the redesign!???

Flexible too...!!

Exciting New Features



Try the new version of the App, URBANIC!!

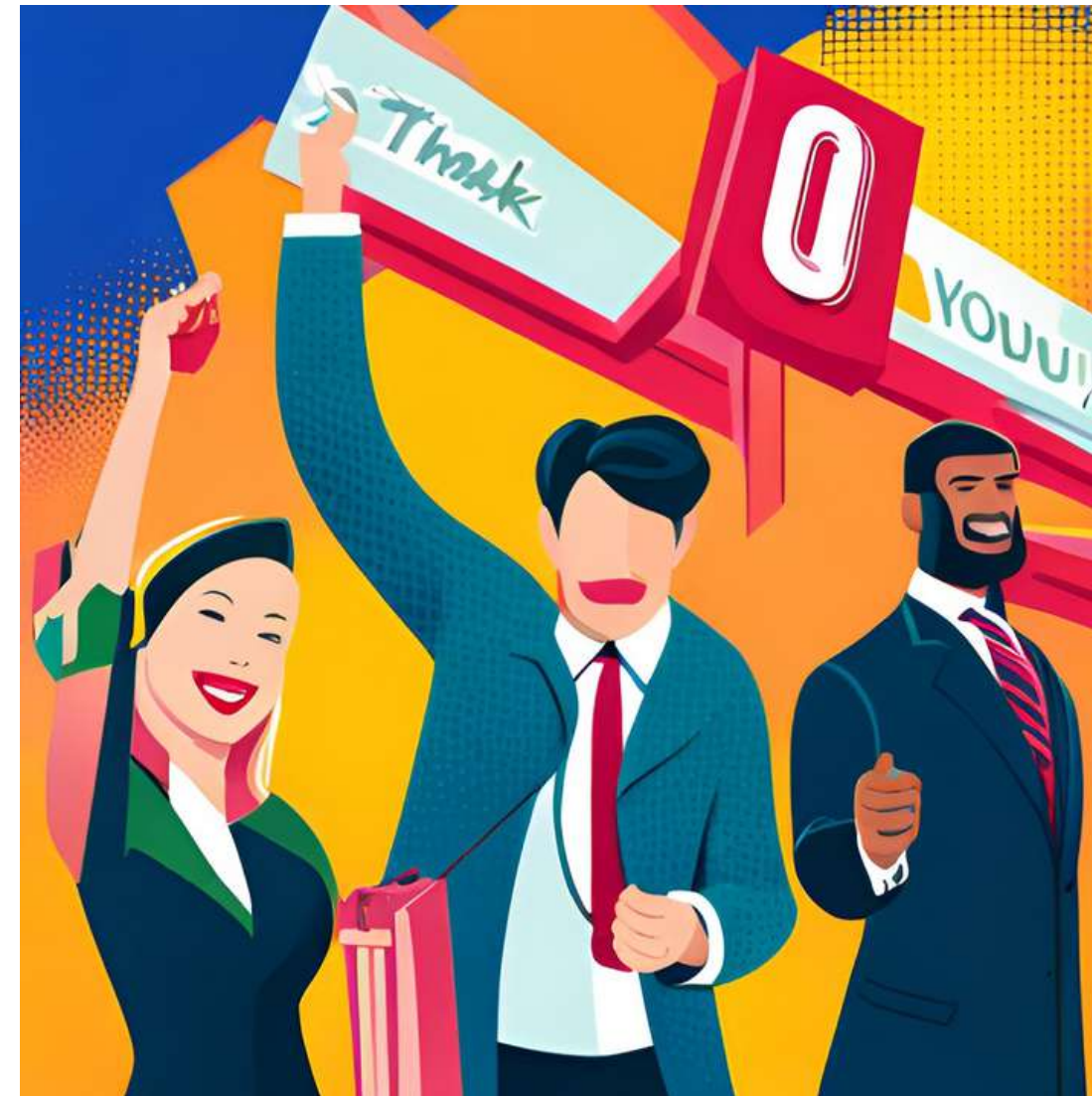




**Great  
Response!**



**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

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