

SHOPPE- E COMMERCE APP REDESIGN

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Figma link: <https://www.figma.com/design/wnyW6sV7FfZO6mFJaBTaqy/SHOPPE?node-id=0-1&t=5fXkl3jTQTNOFnZj-1>

Prototype link: [🔗 FigmaPrototype](#)

Github link: [Keerthanadhanasekaran/E-commerce-app-redesign: shoppe E-commerce app](#)

Step 1 – Research & User Understanding

Problem Statement:

Users abandon shopping carts due to confusing navigation, slow load times, and lengthy checkout steps.

Goal:

Redesign the e-commerce experience to make browsing, adding to cart, and checkout faster, simpler, and personalized.

Target Audience:

- College students and working professionals (18–35)
- Mobile-first shoppers who want convenience and reliability

User Persona:



Name: Aisha Patel, 27



Occupation: Marketing Executive

💡 **Goals:** Quick checkout, easy comparison, trustworthy reviews

😞 **Pain Points:** Confusing categories, poor filtering, too many checkout steps

Empathy Map:

Thinks	Feels	Says	Does
"This site is confusing."	Feels frustrated during checkout	"I'll just order from Amazon."	Leaves cart halfway

Key Insights:

- Simplify checkout (reduce steps)
- Add personalized product suggestions
- Improve search and filters

Step 2 – Information Architecture & Wireframing

App Structure (Sitemap):

Home → Category → Product → Cart → Checkout → Order Confirmation

Low-Fidelity Wireframes:

Sketch or Figma gray-scale layouts for:

1. Home Page
2. Product Details
3. Shopping Cart
4. Checkout Page
5. Order Confirmation

View my wireframe here: [E-commerce-app-redesign/Wireframe-shoppe.png at main · Keerthanadhanasekaran/E-commerce-app-redesign](#)

Step 3 – Visual Design & Prototyping

Design Goals: Clean, trustworthy, easy to use.

Style Guide:

Color Palette:

- Primary Blue (#2A7FFF)
- Accent Yellow (#F7C948)
- Background: #FFFFFF

Typography:

- Font: Poppins (Regular, Medium, Bold)
- Headings: 24px, Body: 16px

UI Components:

- Rounded product cards
- Minimal buttons (Add to Cart, Buy Now)
- Search bar with icon

High-Fidelity Screens:

1. Home
2. Product Details
3. Cart
4. Checkout
5. Order Confirmation



FFA600



ED953E



FEB123



FF7700



FFA30F



FFBA49

Typography hierarchy:

Heading 1 – Poppins Medium 24 pt
Body – Poppins Regular 16 pt

Icons Used:



Prototype:

Link screens using Figma's prototype mode.

Prototype link: [🔗 FigmaPrototype](#)

Step 4 – Usability & Interaction Design

User Flow Example:

Home → Select Product → Add to Cart → Checkout → Payment → Confirmation

Navigation Design:

Bottom navigation bar or tab menu with icons: 🏠 Home | 🛒 Cart | 👤 Profile

Key Interactions:

Feature	Interaction	Feedback
Add to Cart	Tap “+”	Product animation added to cart
Checkout	Button click	Progress indicator
Payment	Tap	Confirmation message

Accessibility:

- High color contrast
- Large, clear buttons
- Descriptive icons with text

View my README Here: [E-commerce-app-redesign/README.pdf at main · Keerthanadhanasekaran/E-commerce-app-redesign](#)

Step 5 – Presentation & Documentation

Create a clean PowerPoint or PDF report with:

1. Project Title (SHOPPE – E-Commerce App Redesign)
2. Problem Statement
3. Research & User Understanding
4. Information Architecture
5. Wireframes
6. Visual Design
7. Prototype Preview
8. Usability & Interaction
9. Learnings & Outcome