

## **Slide 1 – Title & Overview**

### **E-Commerce App Redesign**

**Enhancing the user experience for faster, smoother online shopping.**

Name: Keerthana D

Department: B.E. CSE

Institute: Pallavan College of Engineering

Roll No: 511723104006

Tools: Figma, FigJam, Miro

Figma link: <https://www.figma.com/design/wnyW6sV7FfZO6mFJaBTaqy/SHOPPE?node-id=9-1184&t=LRSarlOeWXZ54ukq-1>

## **Slide 2 – Problem Statement**

Problem: Many users abandon their carts due to confusing navigation and long checkout.

Goal: Simplify navigation, improve discoverability, and speed up checkout.

## **Slide 3 – Research & Insights**

- Research: User interviews, competitor analysis, online survey.
- Key Insights:
  - 70% drop off during checkout
  - 60% find filters confusing
  - Users want personalization

## **Slide 4 – User Persona**

Aisha Patel, 27, Marketing Executive.

Goals: Quick checkout, comparison, trusted reviews.

Pain Points: Slow load, unclear info, too many steps.

## **Slide 5 – Empathy Map**

Think: Wants reliability.

See: Confusing categories.

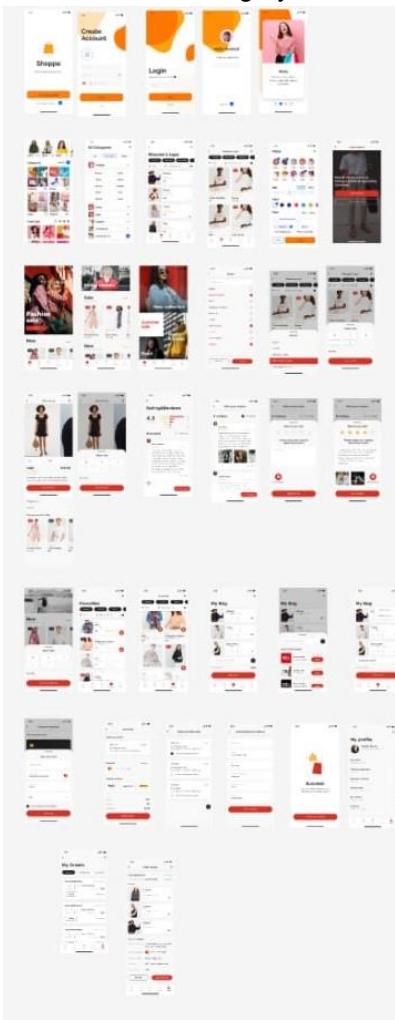
Say: 'I'll use Amazon instead.'

Pain: Long checkout.

Gain: Clear UI, faster process.

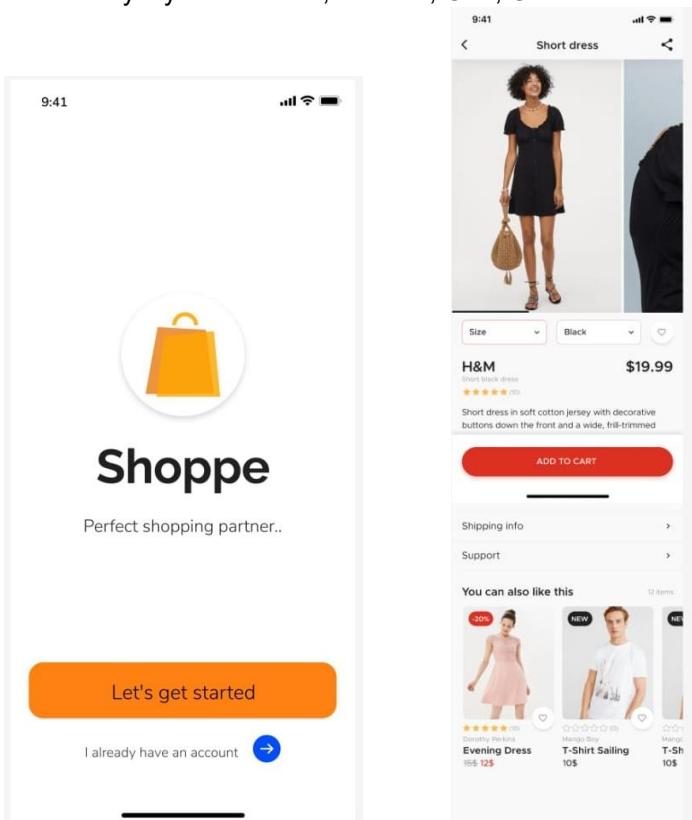
## Slide 6 – User Flow

Flow: Home → Category → Product → Cart → Checkout → Confirmation.



## Slide 7 – Wireframes

Low-fidelity layout of Home, Product, Cart, Checkout screens.



## Slide 8 – Visual Design System



FFA600

Typography hierarchy:

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



ED953E

Icons Used:



FEB123



FF7700



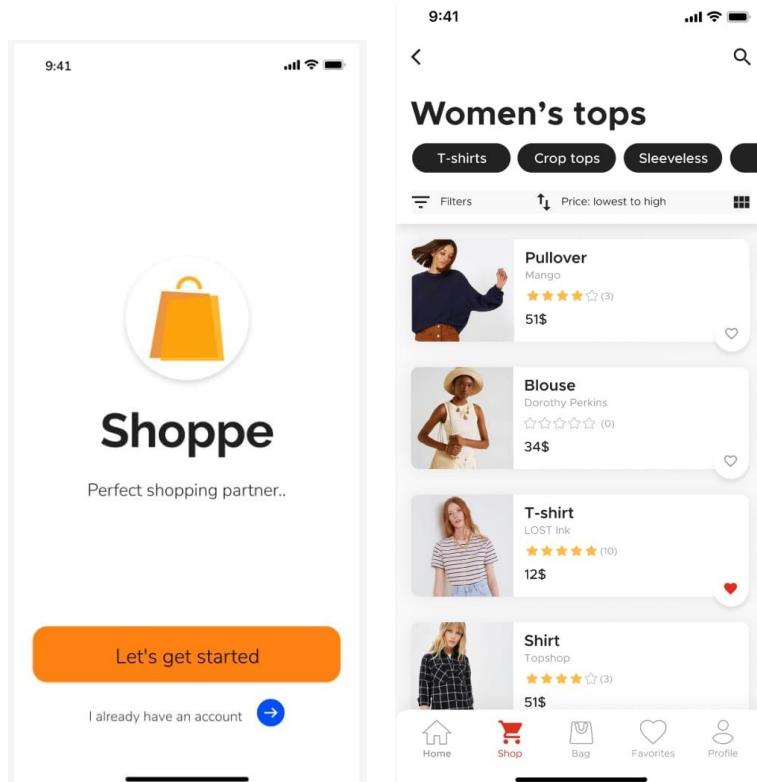
FFA30F

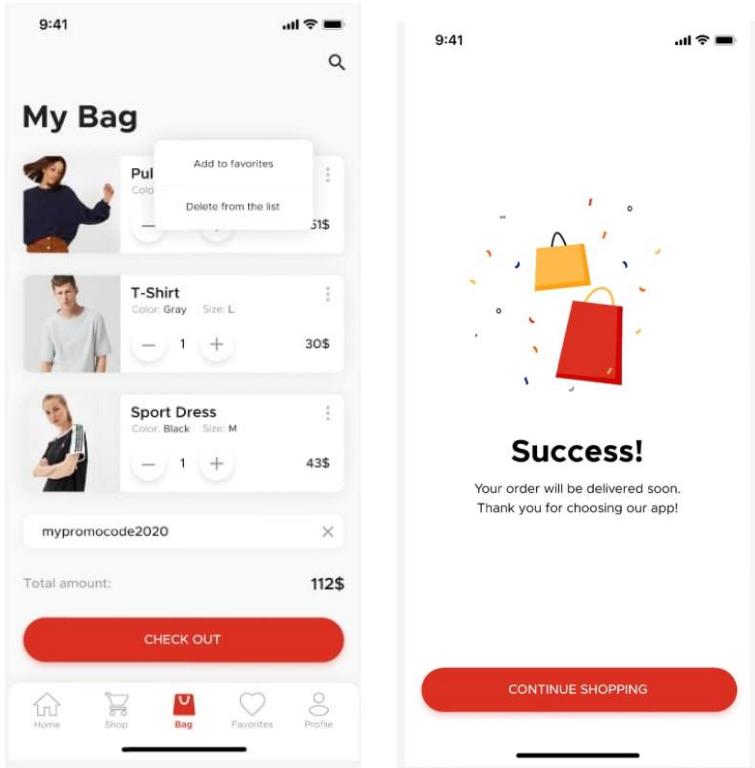


FFBA49

## Slide 9 – High-Fidelity Designs

Final UIs: Home, Product Details, Cart, Checkout, Confirmation.





## Slide 10 – Prototype

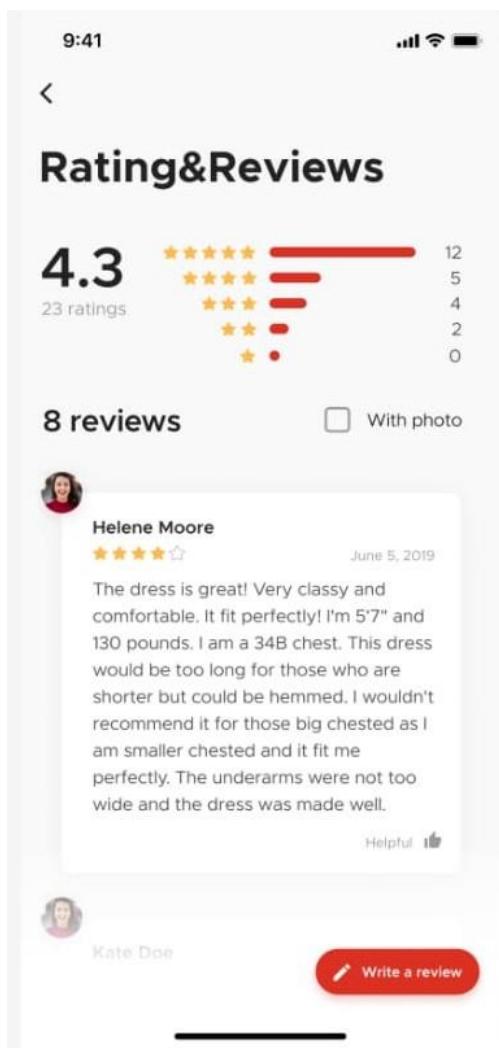
**Prototype:**

<https://www.figma.com/proto/wnyW6sV7FfZO6mFJaBTaqy/SHOPPE?node-id=9-671&p=f&t=5ei7FyhmWpZ5IPOL-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1>

## Slide 11 – Usability Testing

- **Participants:** 3 users (aged 20–30)
- **Feedback quotes:**
  - “Loved the cleaner layout.”

- “Checkout flow feels faster.”
- “Add a Continue Shopping button.”
- **Improvements made:**
  - Simplified checkout (3 → 2 steps)
  - Added visible filters and breadcrumbs



## Slide 12 – Final Outcome

Results: 40% fewer steps, improved clarity, modern visuals.

## **Results:**

- Reduced checkout steps by 40%
- Improved navigation clarity
- Cleaner

## **Slide 13 – Learnings**

Improved design process, prototyping, and usability understanding.

## **Slide 14 – Tools Used**

Figma, FigJam, Miro, Google Forms.



- Figma – Design & Prototype
- FigJam – Research, User Flow, Persona
- Miro – Brainstorming & Empathy Map
- Google Forms – User Survey

## **Slide 15 – Thank You**

Thank you for viewing!

Email Id: [keerthanad1808@gmail.com](mailto:keerthanad1808@gmail.com)