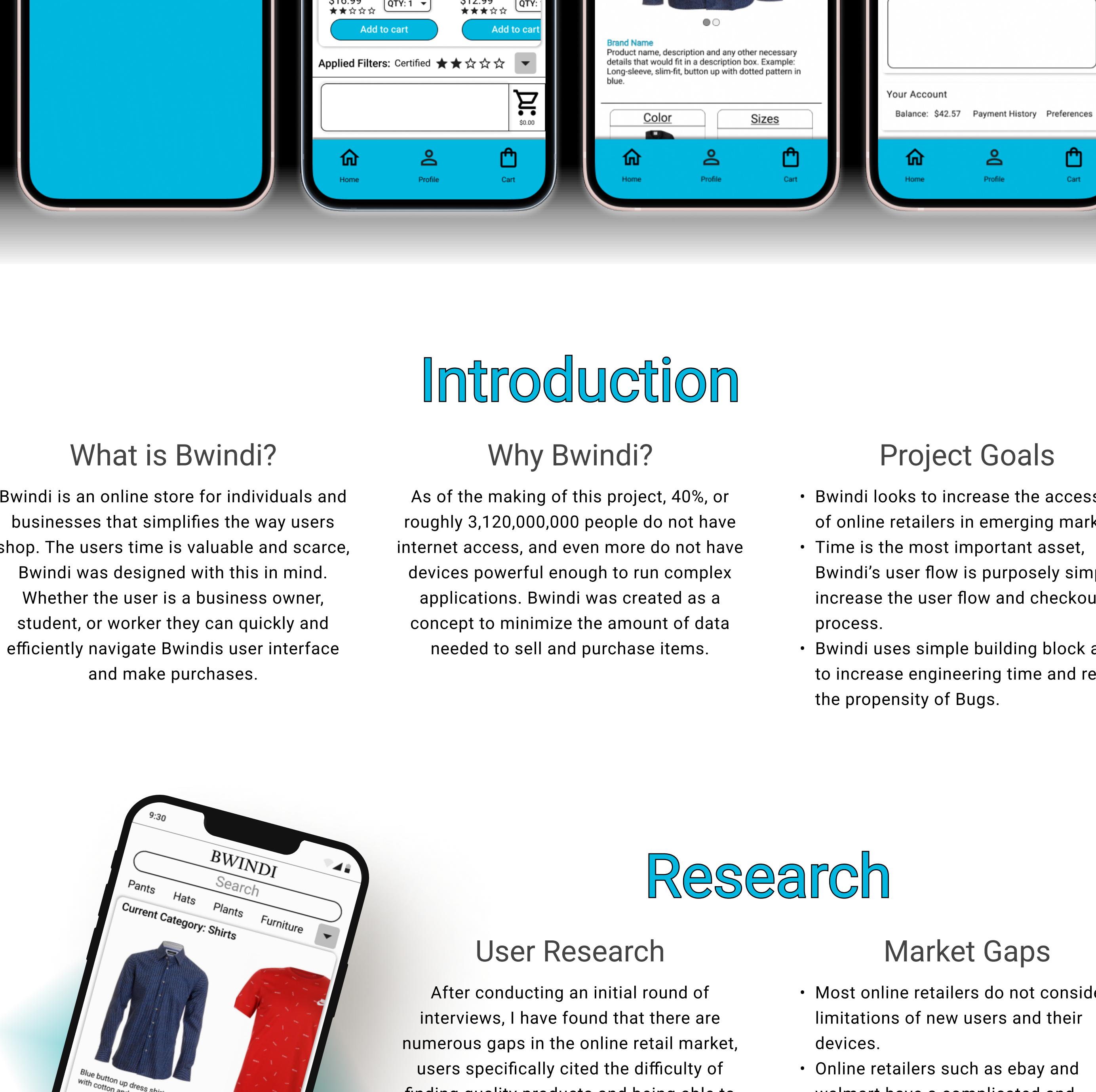


BWINDI

Branding/UX Design/Winter 2022

Bwindi is a project I created to complete the Google UX/UI certificate program. The objective of this course was to learn how to design equitable user experiences. This project took me 4 weeks and I gained a lot of experience conducting research, creating components, and designing prototypes.



Introduction

What is Bwindi?

Bwindi is an online store for individuals and businesses that simplifies the way users shop. The user's time is valuable and scarce, Bwindi was designed with this in mind.

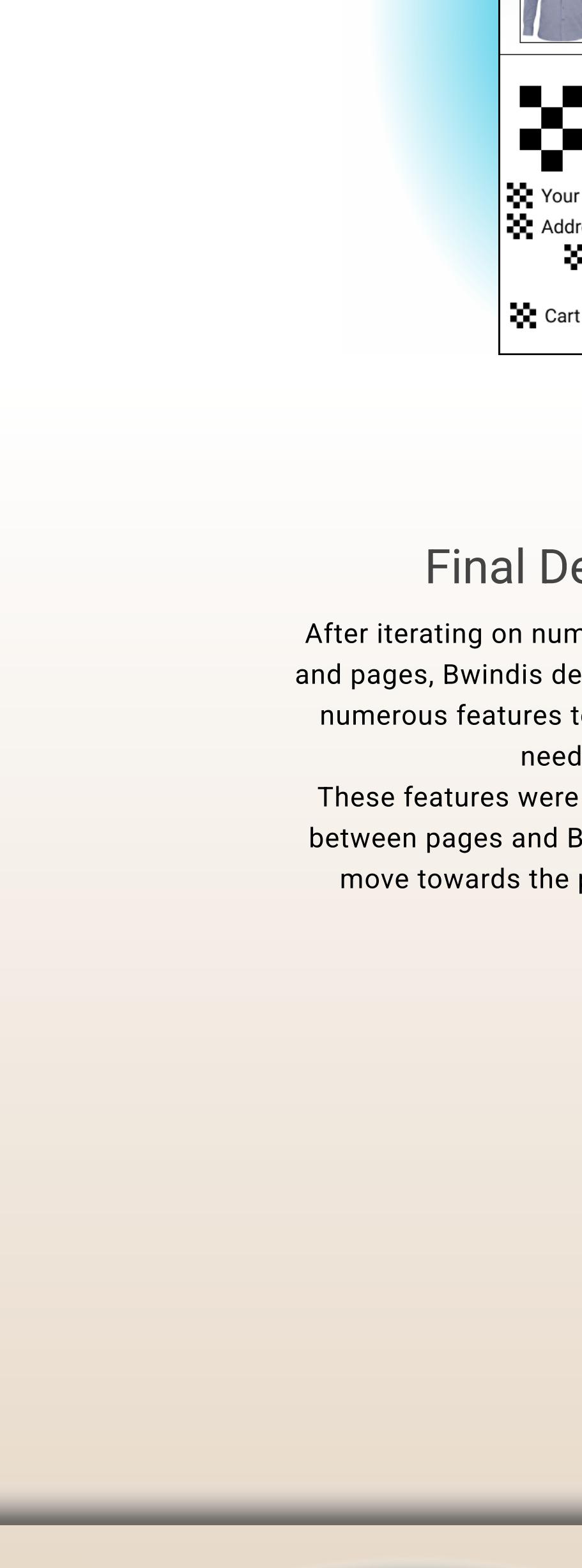
Whether the user is a business owner, student, or worker they can quickly and efficiently navigate Bwindi's user interface and make purchases.

Why Bwindi?

As of the making of this project, 40%, or roughly 3,120,000,000 people do not have internet access, and even more do not have devices powerful enough to run complex applications. Bwindi was created as a concept to minimize the amount of data needed to sell and purchase items.

Project Goals

- Bwindi looks to increase the accessibility of online retailers in emerging markets.
- Time is the most important asset, Bwindi's user flow is purposely simple to increase the user flow and checkout process.
- Bwindi uses simple building block assets to increase engineering time and reduce the propensity of bugs.



Research

User Research

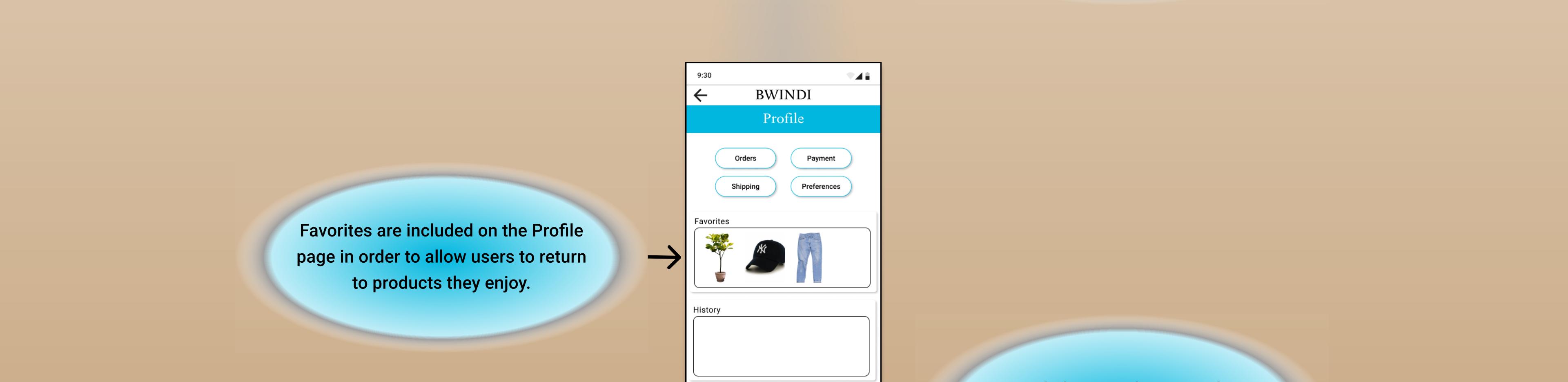
After conducting an initial round of interviews, I have found that there are numerous gaps in the online retail market, users specifically cited the difficulty of finding quality products and being able to quickly sell or purchase items.

Through usability studies, Bwindi has proven to be equitable for users that are new or not very familiar with the internet. That being said, there are also numerous opportunities for improvements.

Market Gaps

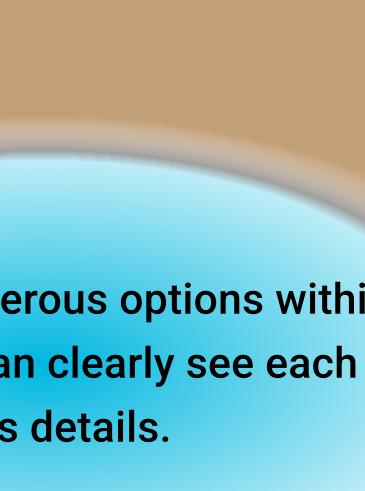
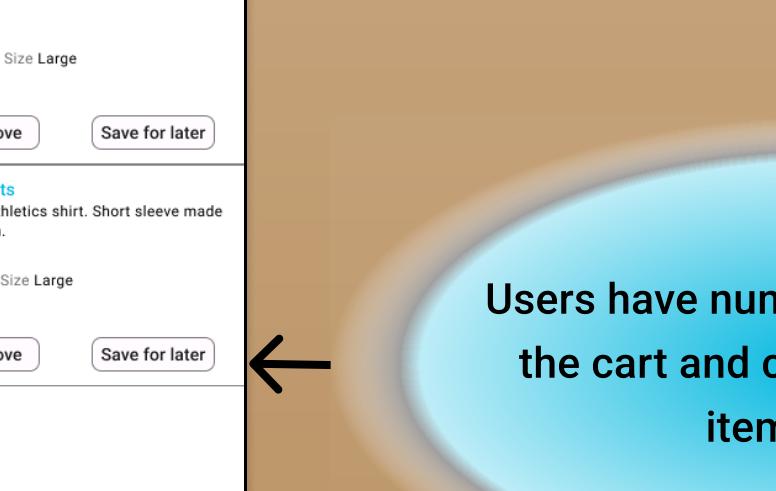
- Most online retailers do not consider the limitations of new users and their devices.
- Online retailers such as ebay and walmart have a complicated and confusing user interface.
- Sellers have had a bad experience with online retail giants such as amazon who has monopolized certain products on their platform.
- Small businesses need a place to grow their reputation, rather than just being under a large name such as amazon or walmart.

Ideation



Initial Ideation

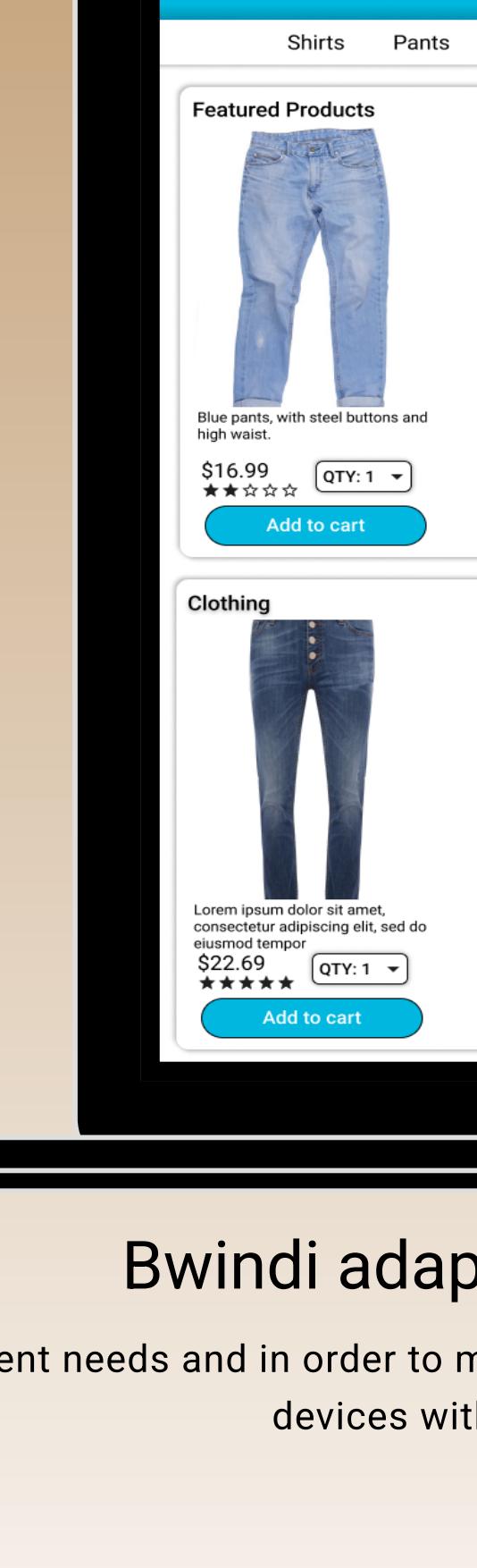
For this Project I took a different approach. Rather than beginning with basic wireframes, I began by creating some basic components that could scale up easily both in Figma and in actual implemented code. After building the components and testing some basic wireframes, I continued to iterate on the individual components.



Final Designs

After iterating on numerous components and pages, Bwindi's design finally included numerous features to fit our end users' needs.

These features were then incorporated between pages and Bwindi was ready to move towards the prototype phase.

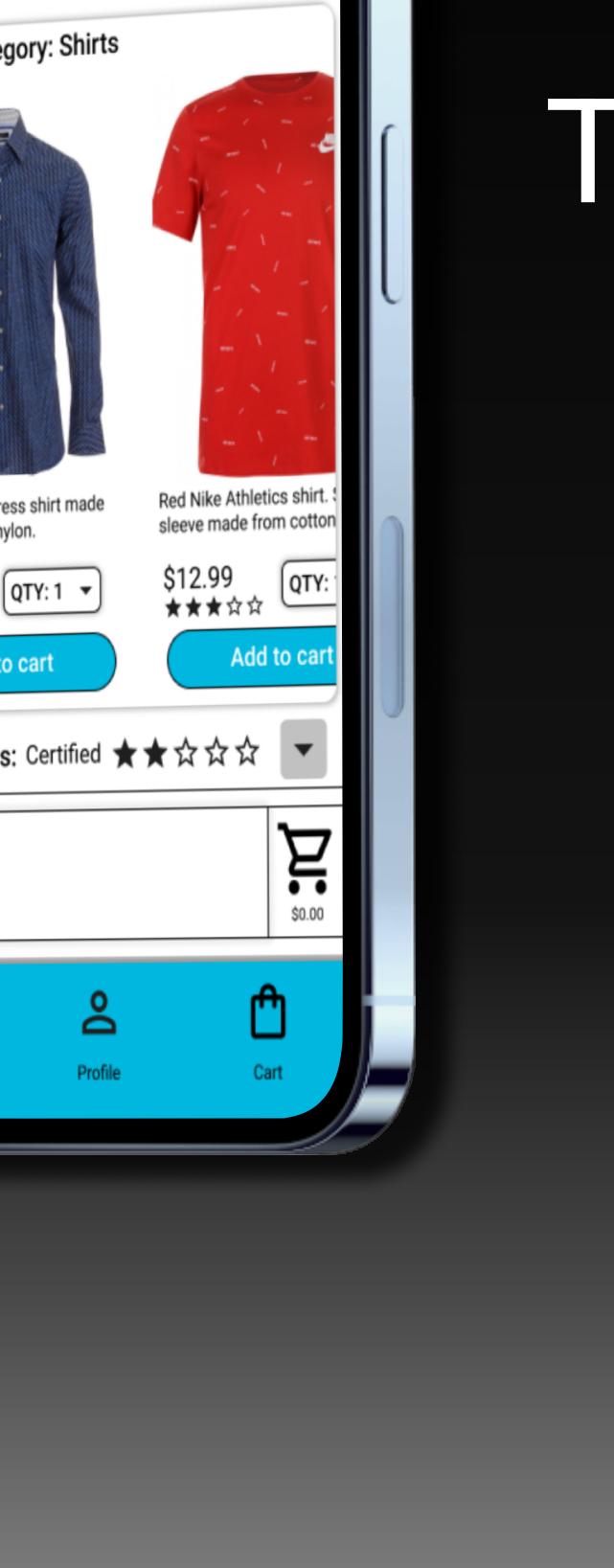


Early Designs

Early designs tried to incorporate too much information on the home page and didn't include certain navigation features such as a search bar or bottom navigation bar. After an initial usability study, the front page was completely revised.

Features

A search bar was incorporated to better allow the user to navigate through products.



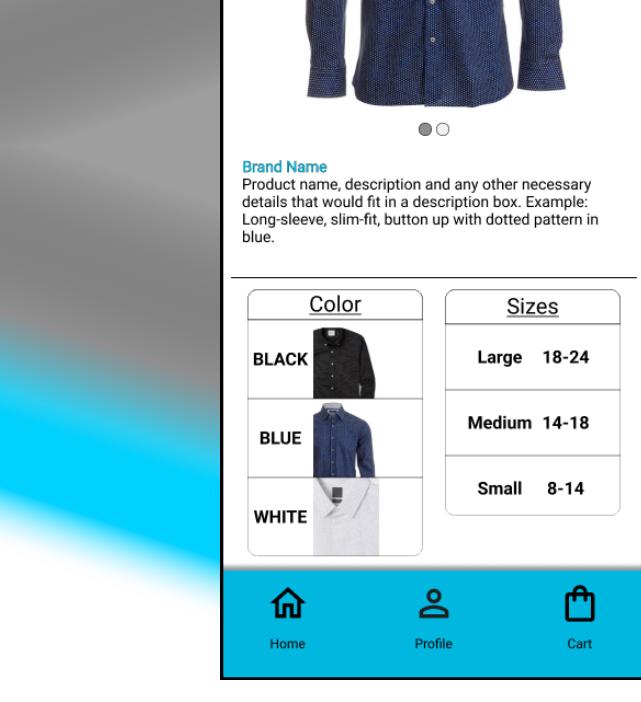
A cart was added to the bottom of the page to allow users to see their current products and total.

Favorites are included on the Profile page in order to allow users to return to products they enjoy.



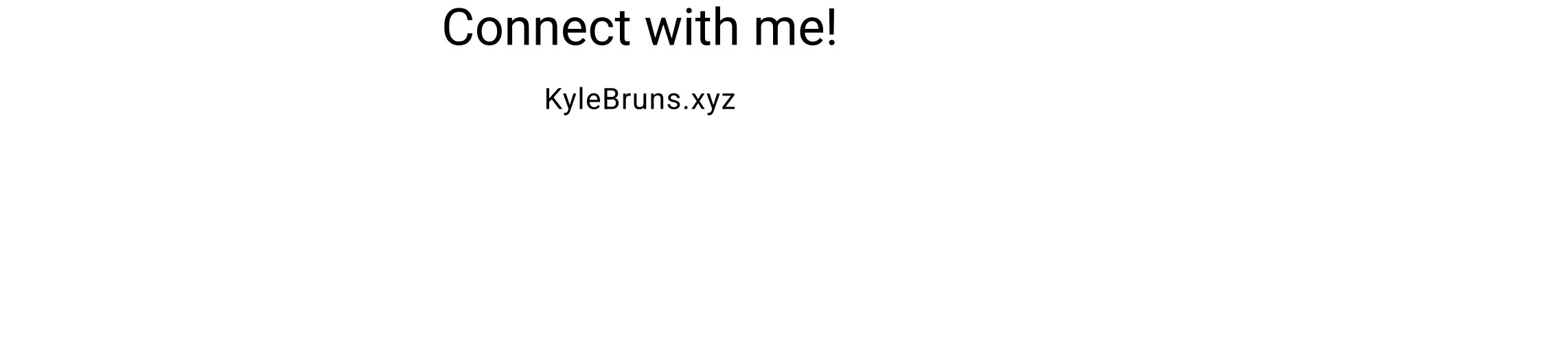
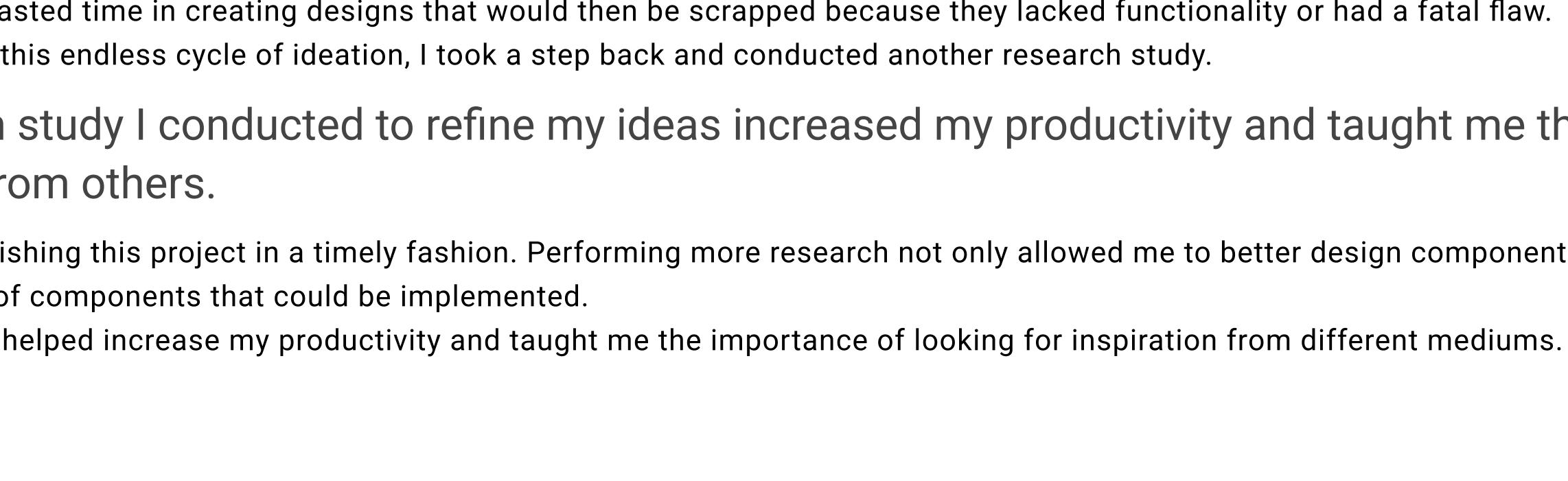
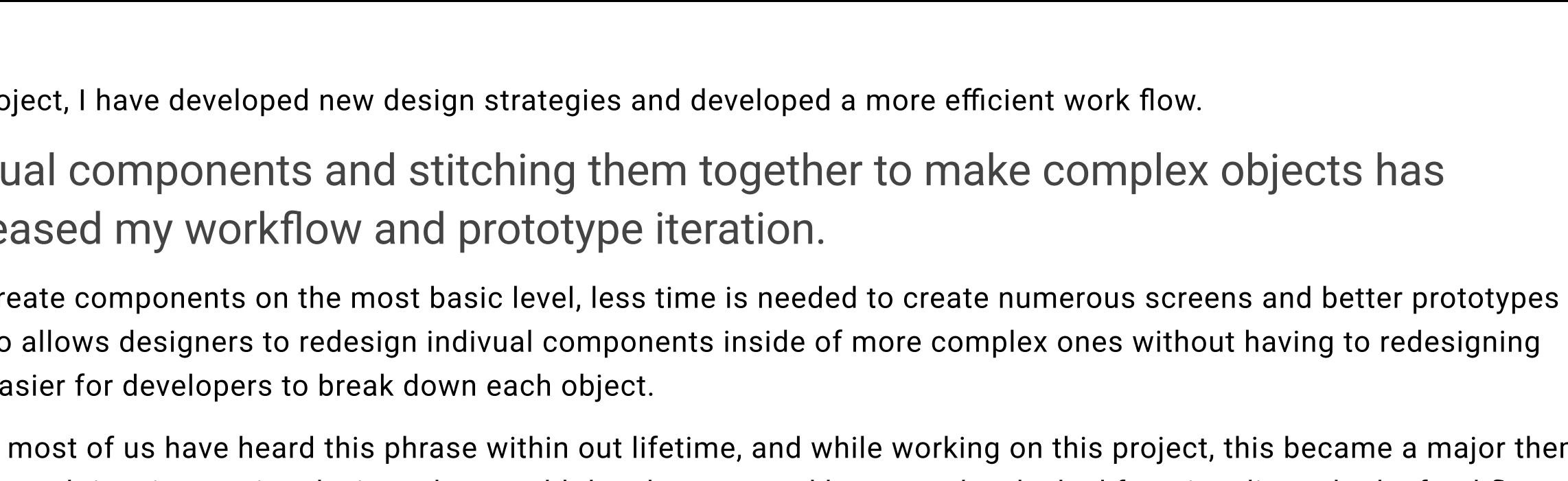
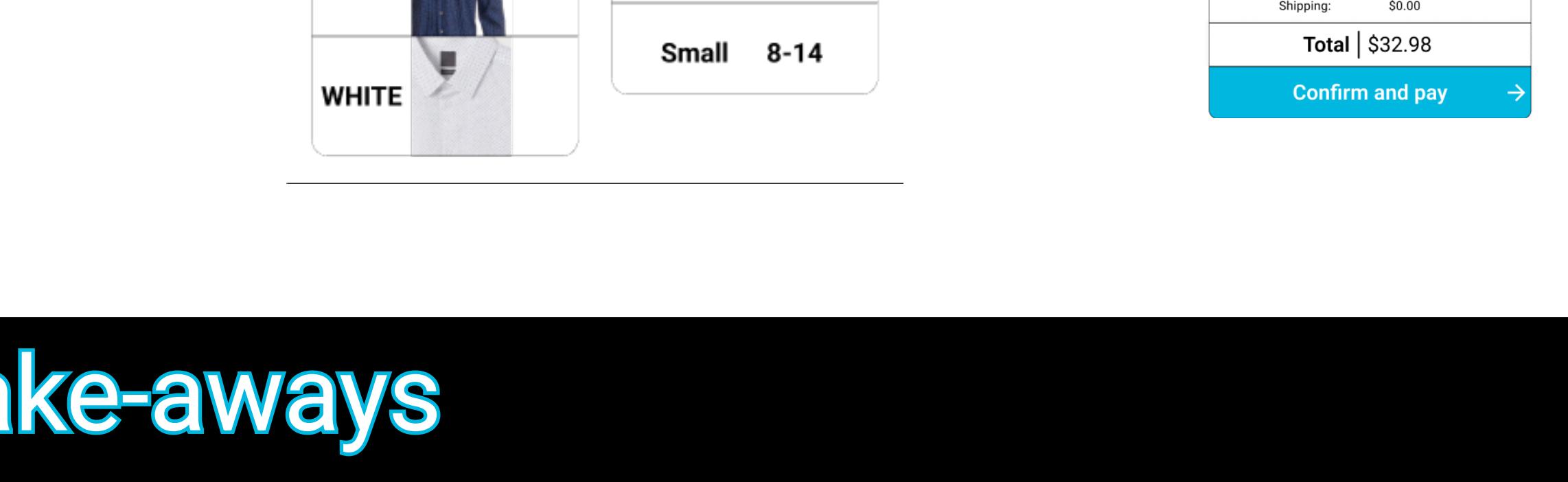
Account balance and payment history is available for users to easily view important account information.

Users have numerous options within the cart and can clearly see each item's details.



Users have numerous options within the cart and can clearly see each item's details.

Responsive Design



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Key Solutions

- Bwindi's cart system, by being on the main page and available to view at anytime, users can be certain of the products within their cart and their current total.

- Bwindi's clear product options, allow users to customize their product without being overwhelmed by information.

- Bwindi's payment confirmation, designed to allow users to view all pertinent information without any confusion.

Take-aways

Over the course of this project, I have developed new design strategies and developed a more efficient work flow.

Developing individual components and stitching them together to make complex objects has exponentially increased my workflow and prototype iteration.

By spending the time to create components on the most basic level, less time is needed to create numerous screens and better prototypes for usability studies. This also allows designers to redesign individual components instead of more complex ones without having to redesign everything and makes it easier for developers to break down each object.

"Don't reinvent the wheel", most of us have heard this phrase within our lifetime, and while working on this project, this became a major theme. I began to notice a lot of wasted time in creating designs that would then be scrapped because they lacked functionality or had a fatal flaw.

Rather than continuing in this endless cycle of ideation, I took a step back and conducted another research study.

The extra research study I conducted to refine my ideas increased my productivity and taught me the value of learning from others.

This also helped me think of components that could be implemented.

Overall, this project really helped increase my productivity and taught me the importance of looking for inspiration from different mediums.

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Prototype

Try the High Fidelity Prototype here!

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