

# HYDRA

-WHERE EVERY ABAYA REPRESENT A FLOWER  
& SO DO YOU!

The image features a light blue background with decorative floral elements in the corners. These elements are rendered in a dark blue line-art style, showing detailed petals and leaves. The top-left and bottom-left corners have similar floral designs, while the top-right and bottom-right corners feature slightly different floral motifs, all contributing to a cohesive and elegant aesthetic.

# WHY?

OFFERING A UNIQUE TWIST  
TO CLASSY ABAYAS INSTEAD  
OF A GENERIC, CASH GRAB

# AFTER MEETING WITH THE STAKEHOLDER



WANTED TO REBRAND THE WEBSITE'S CONCEPT, WHICH WAS INSPIRED BY DIFFERENT TYPES OF FLOWERS. THE CURRENT WEBSITE, HOWEVER, LACKED BOTH COLOR AND THE OVERALL IDEA, SO IT NEEDED TO BE REDESIGNED TO BETTER REFLECT THE CONCEPT AND CHARACTER OF THE STORE.






















# Competitive analysis

	Asline	ipeek	Abaya Lab	Aleena
Has online presense	✓	✓	✓	✓
Do they use a basic website template	✓	✓	✗	✗
loyalty program	✗	✗	✗	✗
Brand story telling	✗	✗	✓	✗
Different size/ style	✓	✓	✓	✓

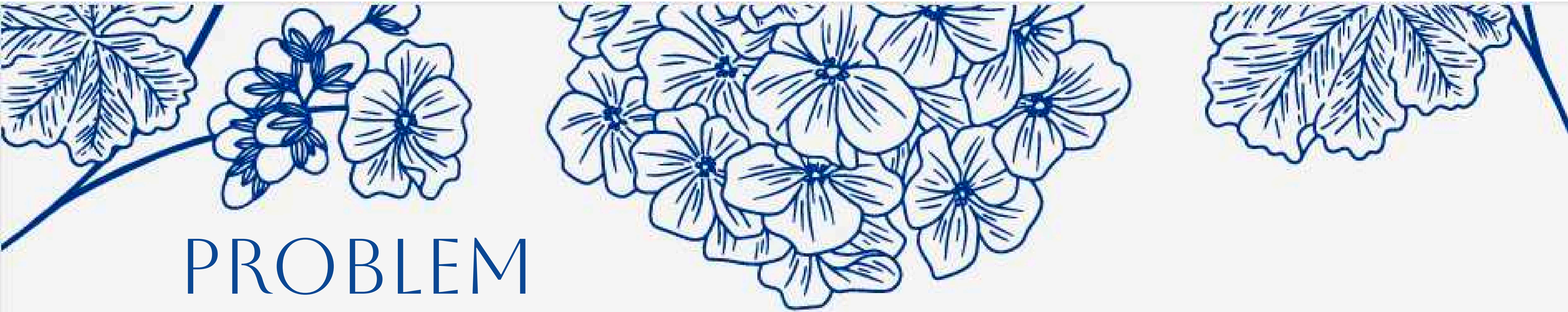




# Features analysis

criteria	asline	ipeek	Abaya Lab	Aleena
Occasion-Based Categories				
Customer Reviews and Ratings				
provide size guide				
Personalization				
Material and Fabric Details				

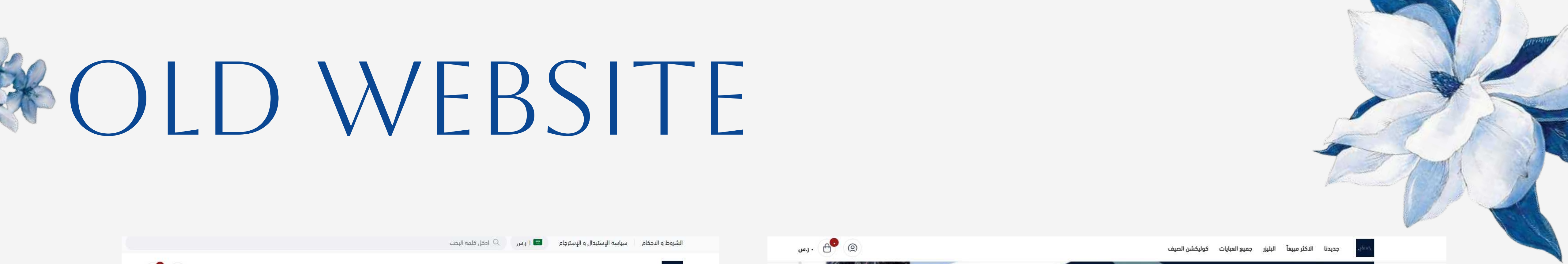




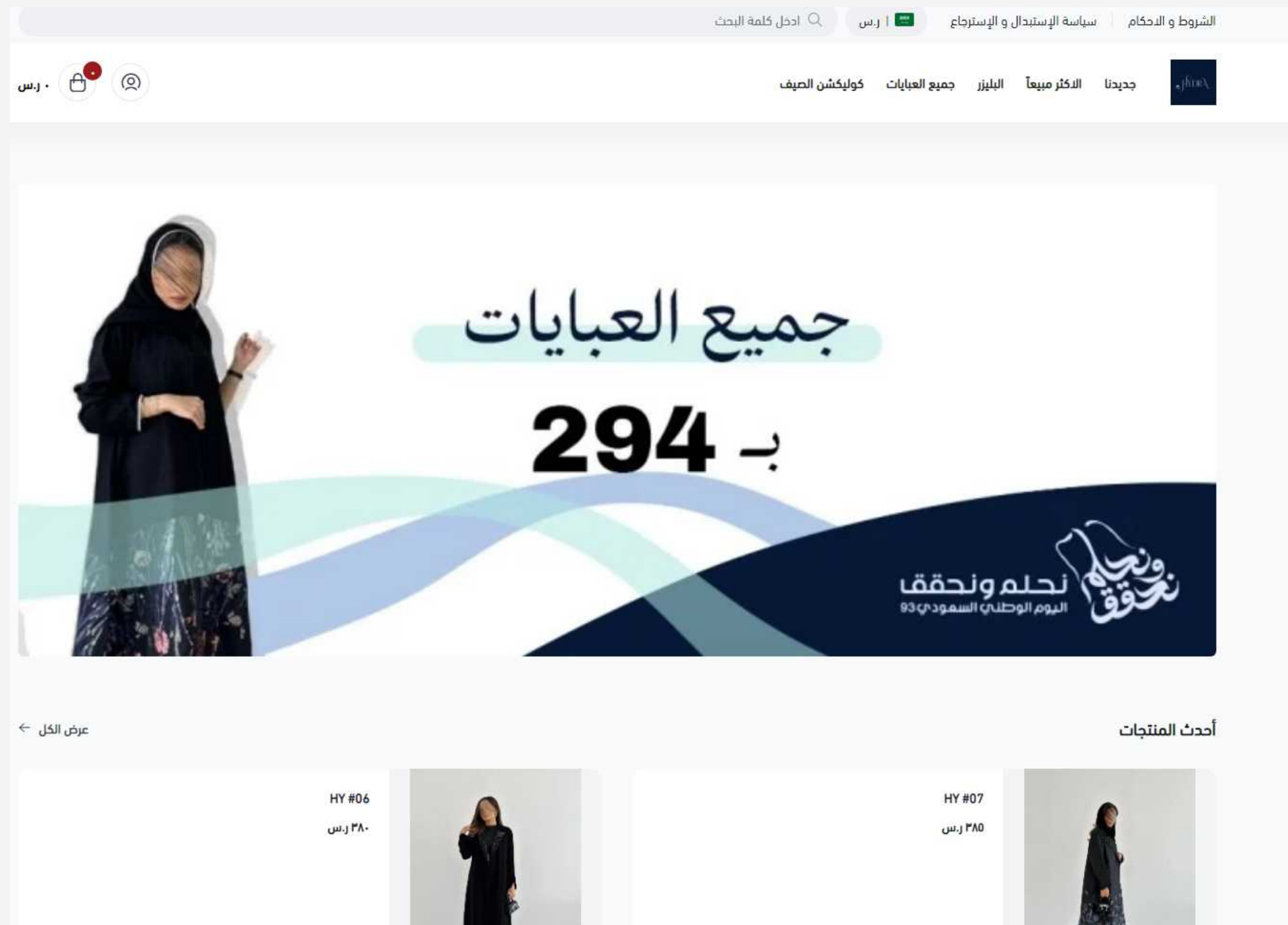
# PROBLEM STATEMENT

SAUDI WORKING WOMEN WHO ARE LOOKING FOR PRACTICAL AND ELEGANT ABAYAS. THEY FACE ISSUES WITH UNCLEAR SIZING, ABAYA IMAGES, AND INSUFFICIENT DETAIL DESCRIPTIONS. THEREFORE, WE AIM TO DESIGN A SOLUTION THAT PROVIDES CLEAR SIZING INFORMATION AND MAKES IT EASIER TO HIGHLIGHT THE DETAILS THROUGH THE INCLUSION OF IMAGES.



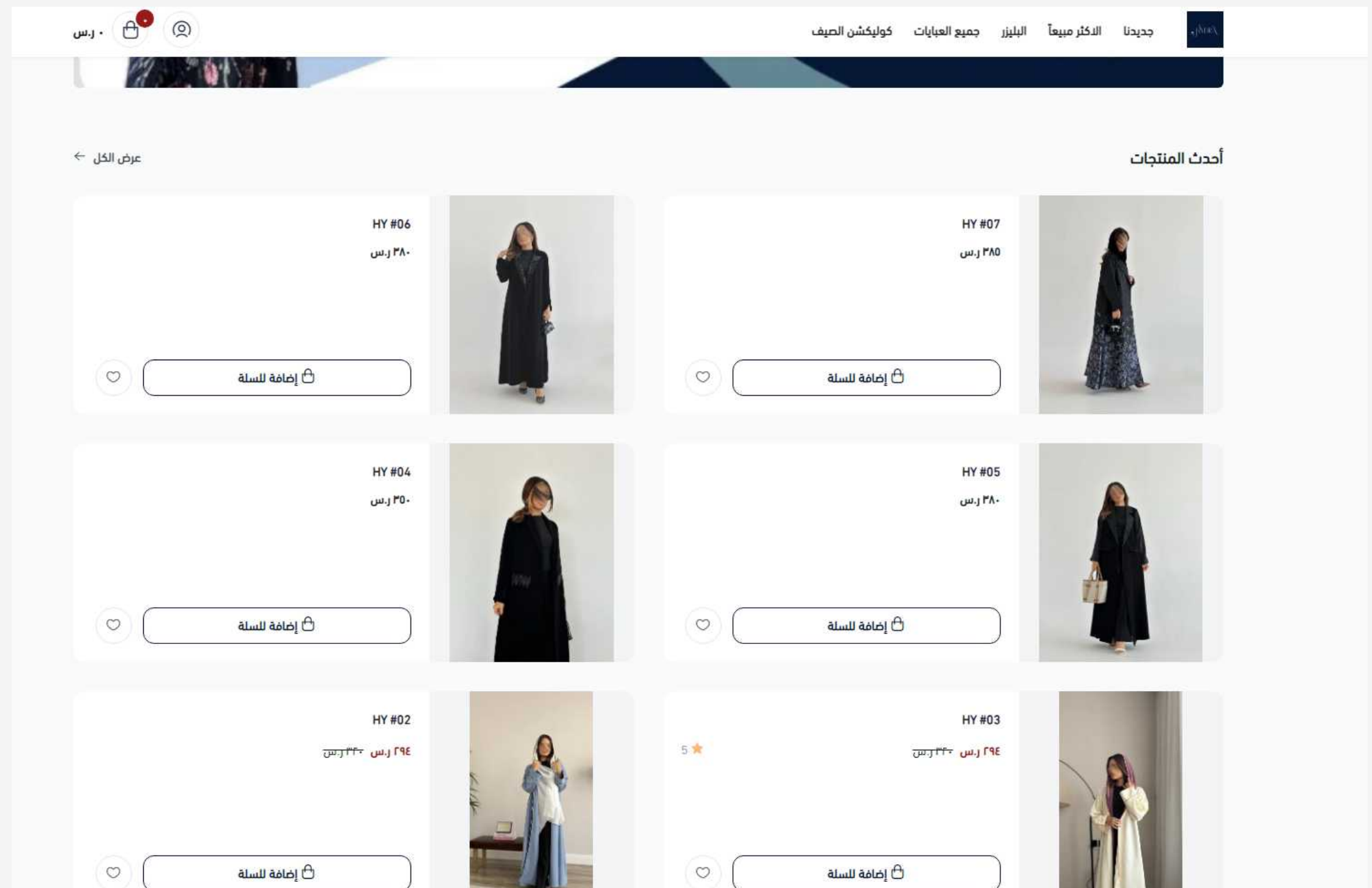


# OLD WEBSITE



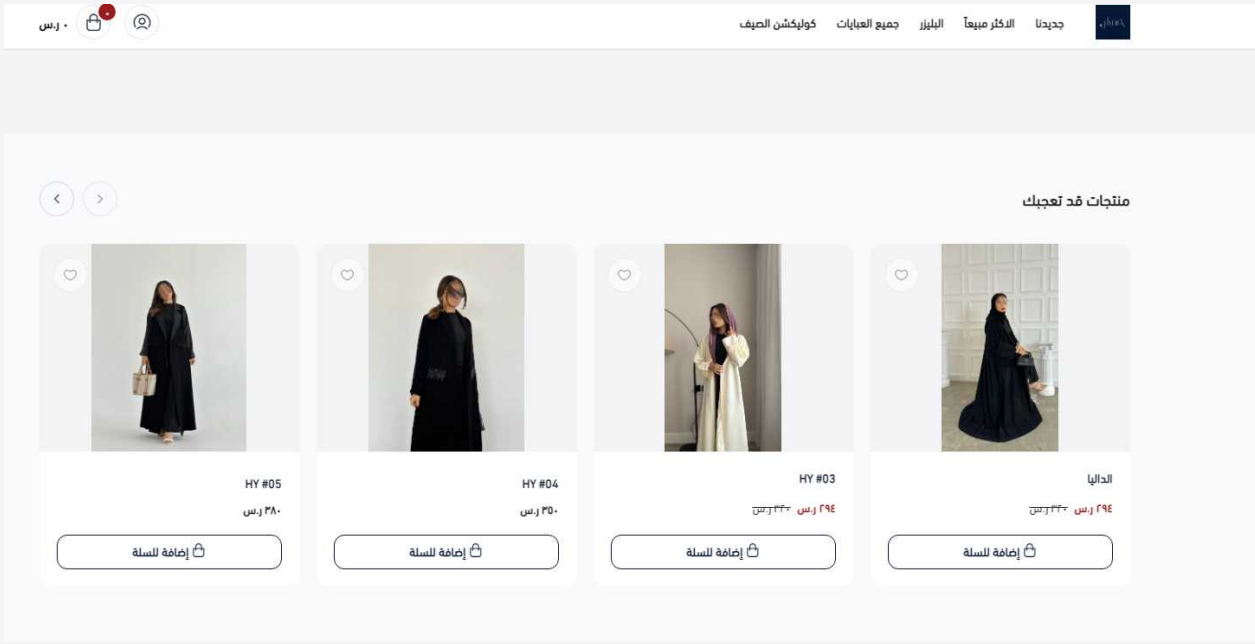
1

## HOME PAGE

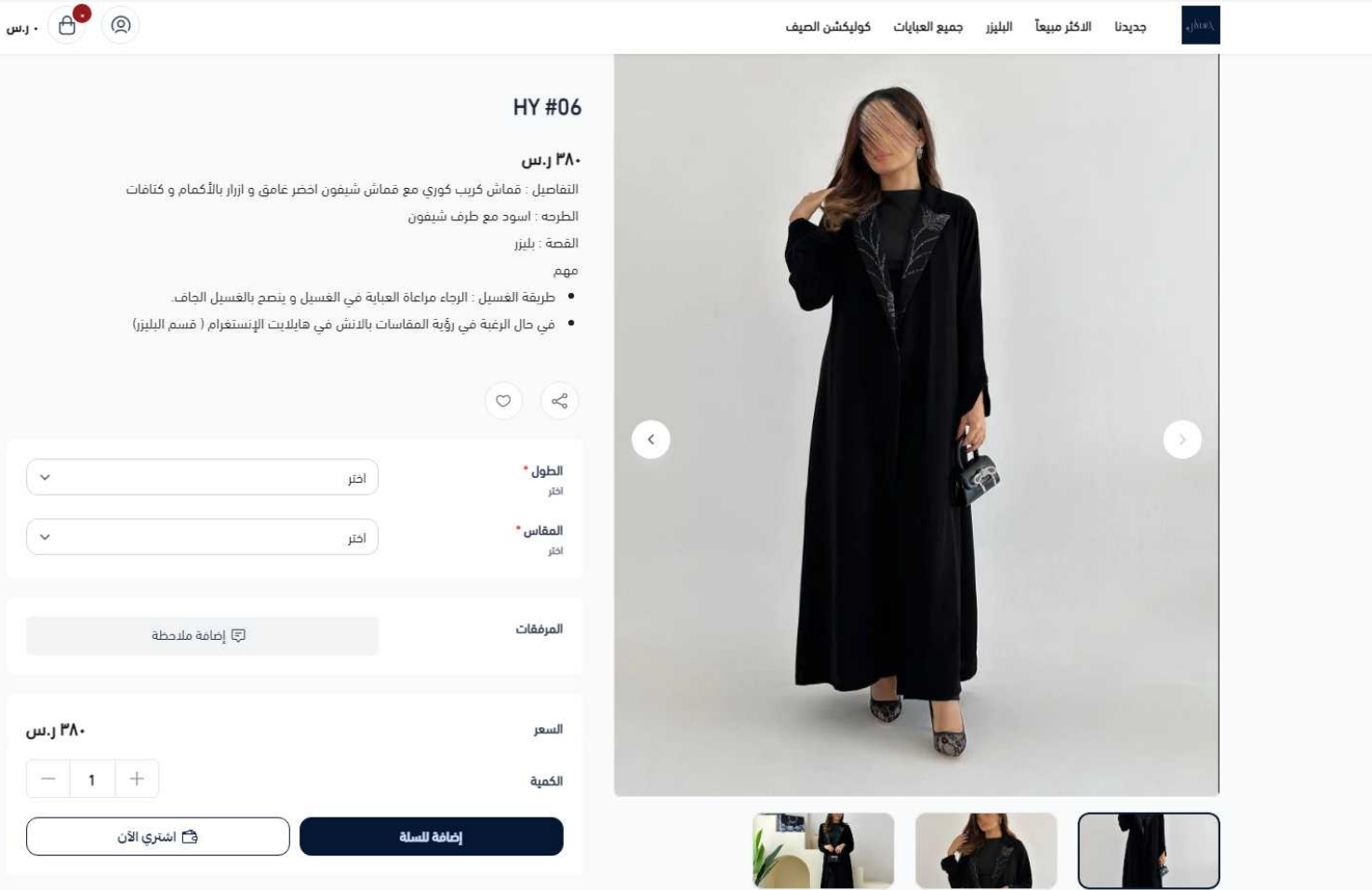


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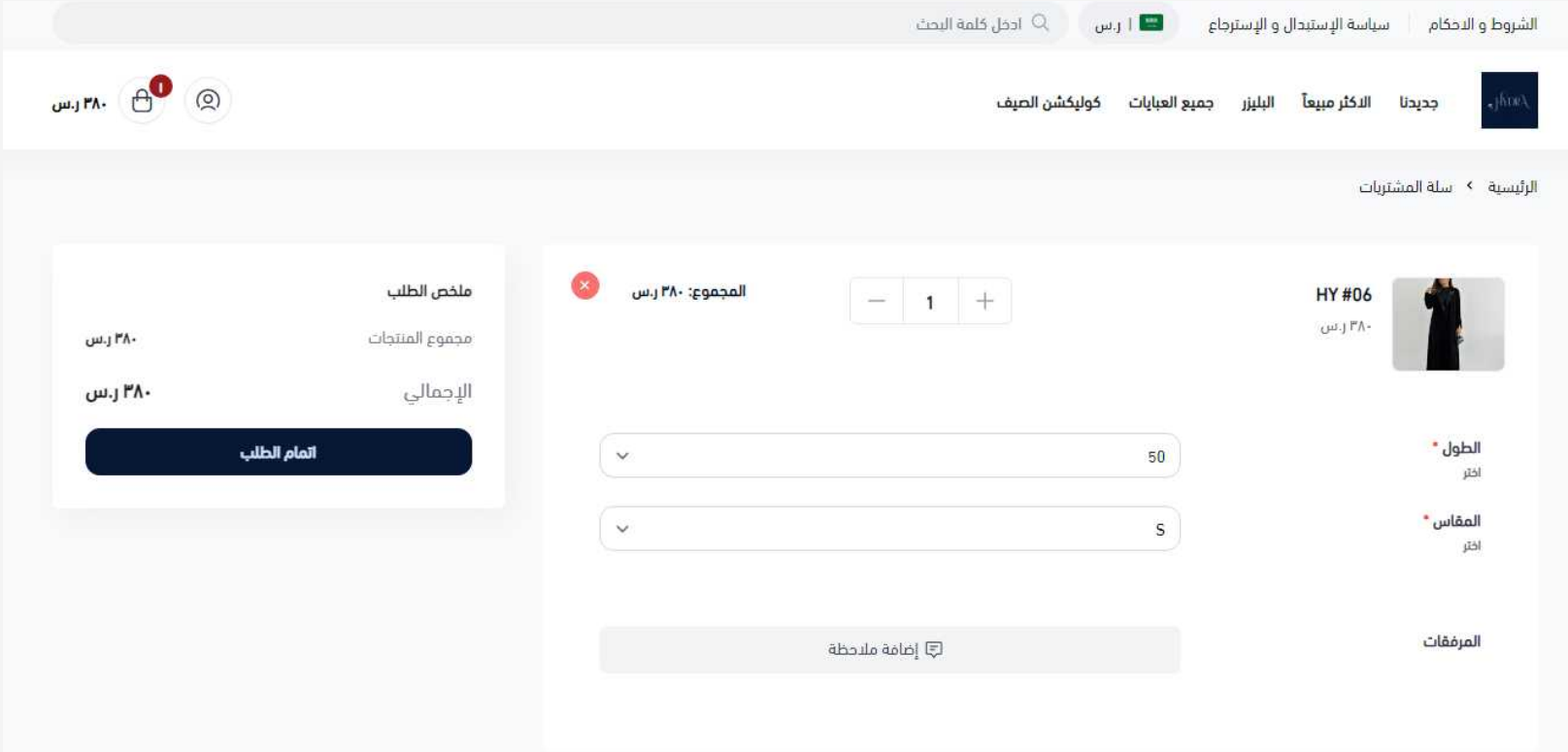
# OLD WEBSITE



CHOOSE THE  
PRODUCT

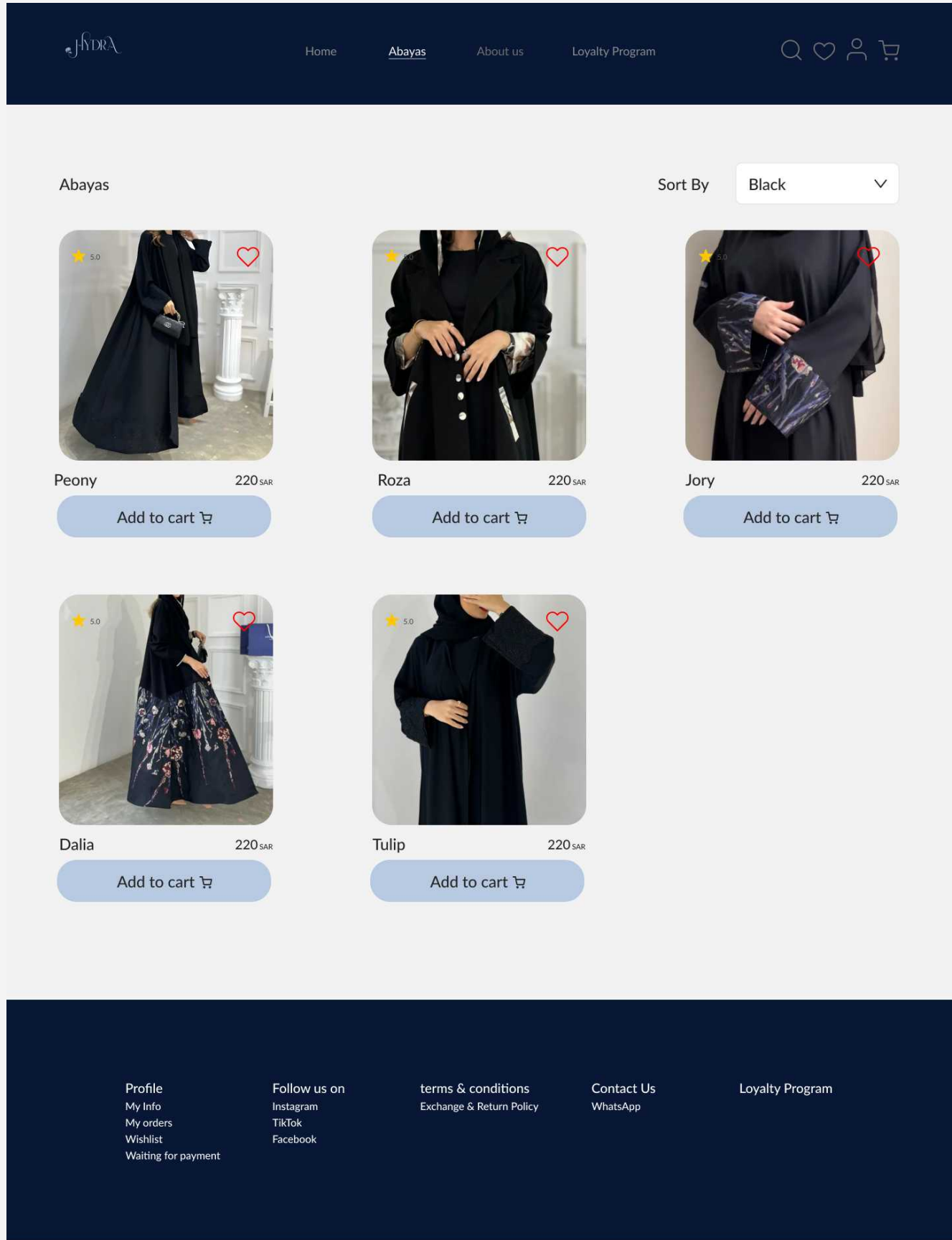
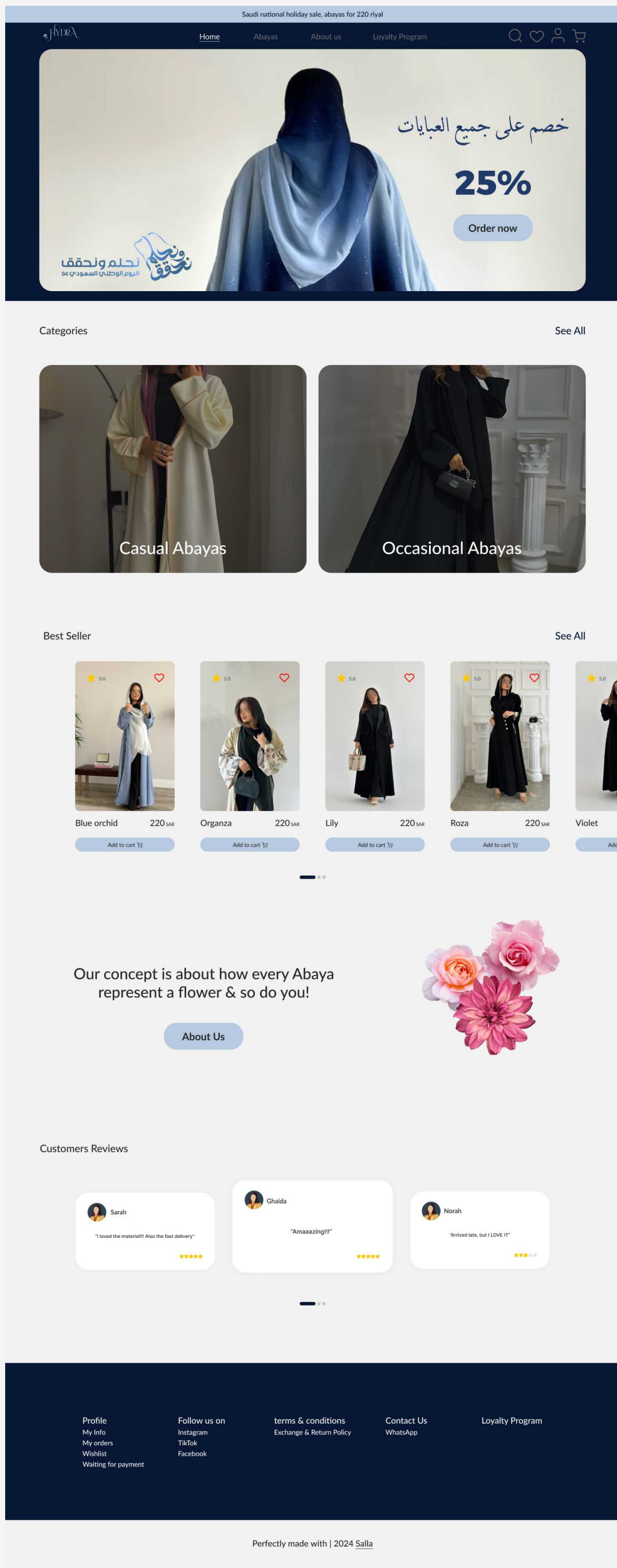


PAYMENT METHOD





# NEW WEBSITE







Black 



Jory 220 SAR

Add to cart 

Tulip 220 SAR

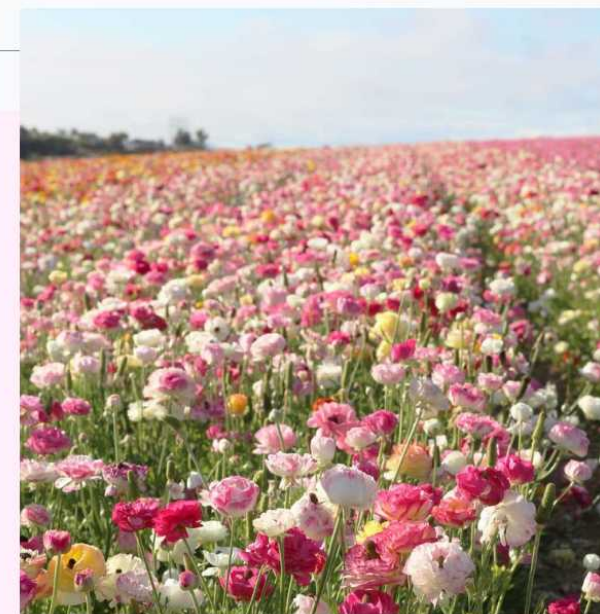
Add to cart 

SIZE / LENGTH	BUST	HIP	SLEEVE	ARM HOLE	HEIGHT
50	19	23.5	20	8.5	148 - 152
52	20	24	21	9	153 - 157
54	21	24.5	22	9.5	158 - 162
56	22	25	23	10	163 - 167
58	23	25.5	24	10.5	168 - 172
60	24	26	25	11	173 - 177
62	25	26.5	26	11.5	178 - 182
64	26	27	27	12	183 - 187

MEASUREMENTS ARE IN INCHES AND OF ONE SIDE.  
PLEASE ALLOW A VARIATION OF UP TO 1 INCH.

Multiple payment options  
Mada , MasterCard and installment service

I've always had a deep love for flowers, especially florigraphy—the language of flowers where each flower has a unique meaning. For example bluebells it represents kindness and humility, because those qualities have always resonated with me, I began personalizing everything, including my abayas, with them. When my friends saw my designs, they loved the idea and encouraged me to start a business but offer abayas with different flowers with different meanings so that customers can choose what resonates with them. The concept goes beyond fashion—it's a statement.



Our concept is about how every Abaya represent a flower & so do you!



Dalia



Jory



Roza



peony



Tulip



### How to collect flowers “points” ?

1 Abaya = 1 flower



Terms and conditions apply | 1 Point for every 1 Abaya

### Hello Ghaida!

1

2

3

4

5

6

### Loyalty Card

REWARDS PROGRAM

1


2

3

EARN 50% OFF ON YOUR 6TH PURCHES

you have 3 flowers

Home > Cart



Roza

Size 

52

Quantity 

- 1 +

220 SAR

#### Order Summary

Total items amount 1 item

Do you have a promo code?

Add

Total amount 220 SAR


\*VAT Inclusive

Complete Order



Perfectly made with | [2024 Salla](#)

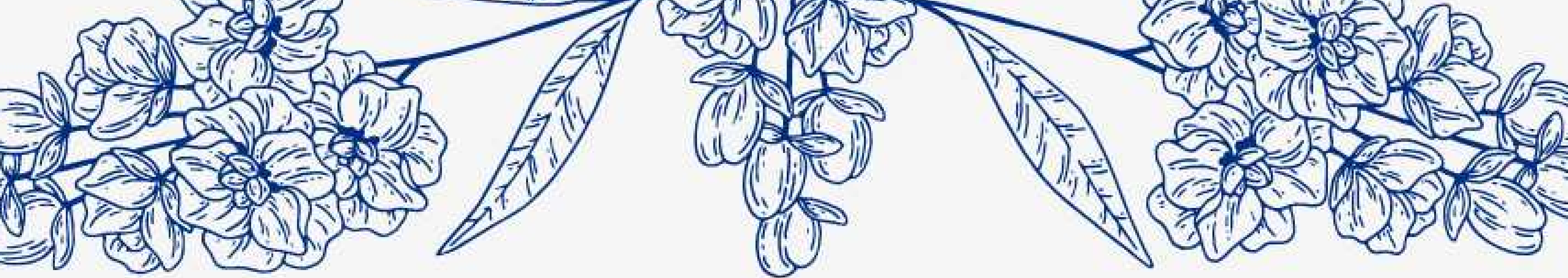
### Thank You for Ordering!



Your Order no: #10278658

Back to Home





# LIMITATIONS

- CONTENT: INFORMATION MAY BE OUTDATED OR INCOMPLETE.
- USER EXPERIENCE: DIFFICULT NAVIGATION OR SLOW LOADING TIMES.
- DESIGN: THE SITE USES A PRE-MADE TEMPLATE.
- CONCEPT: THE SITE'S CONCEPT ISN'T CLEARLY EXPLAINED.
- PRODUCT DETAILS: PRODUCT INFORMATION AND SIZE SPECIFICATIONS AREN'T CLEAR.
- INTERVIEWS: DUE TO A MISTAKE ON OUR PART, WE INTERVIEWED A DIFFERENT STAKEHOLDER.
- WE COULDN'T SEE THE STAKEHOLDERS EMOTIONS BECAUSE THE CAMERA WAS OFF AND THAT IT WAS A LAST MINUTE CALL BECAUSE WE GOT MIXED UP ABOUT WHO WE WERE GOING TO INTERVIEW.



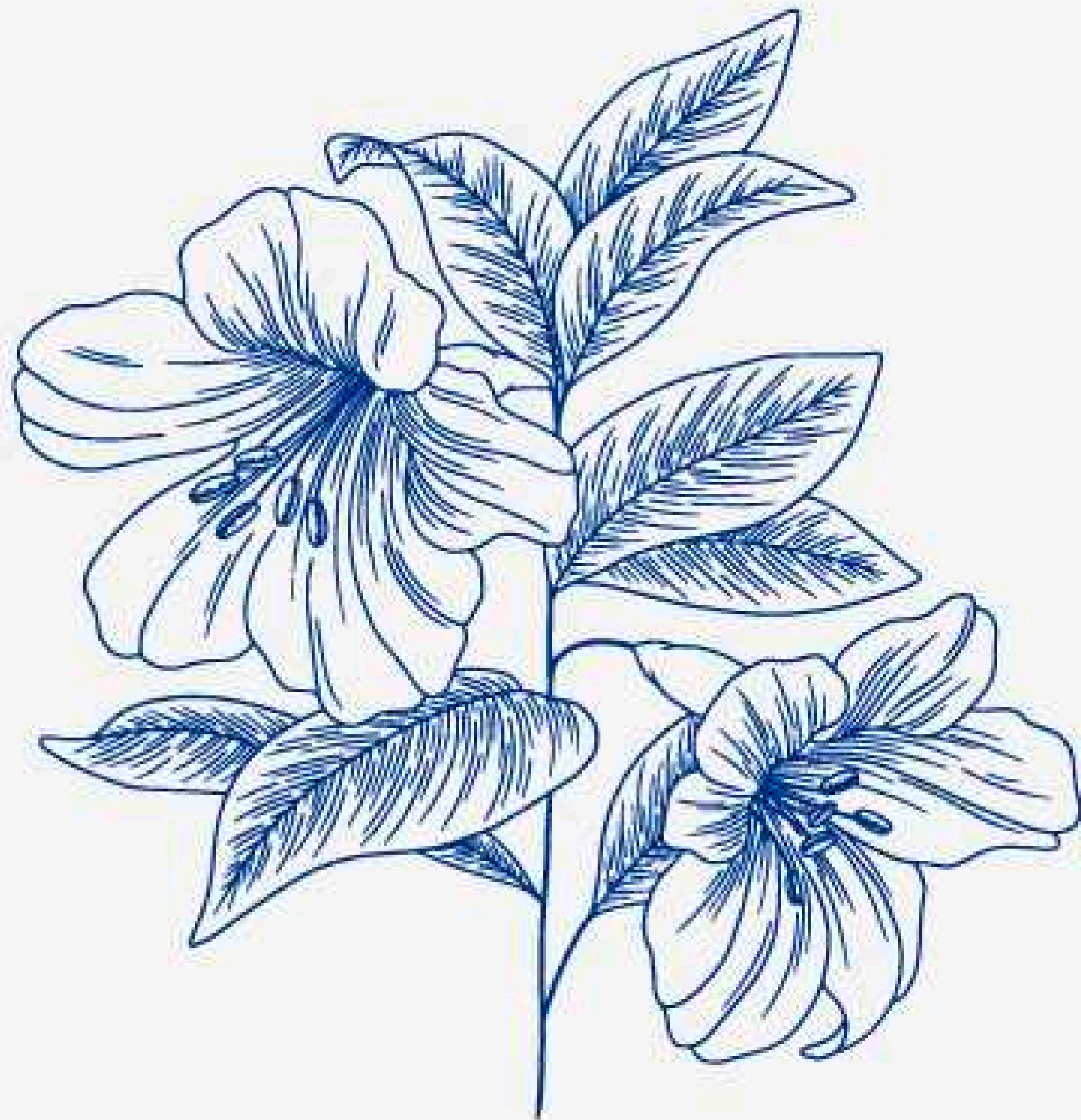
# KEY LEARNING & NEXT STEP

## KEY LEARNINGS

- 1- LEARNED ABOUT HOW TO PROPERLY DESIGN USING GRIDS AND COMPONENTS .
- 2-BEST PRACTICES FOR UI.
- 3- BALANCING BETWEEN STAKEHOLDER NEED AND USERS NEED .

## NEXT STEPS :

- 1- PUBLISHING THE WEBSITE .
- 2- ADD MORE ATTRACTIVE FEATURES.



THANK  
YOU



# USER JOURNEY



## LAYLA

Layla is a young professional working in the marketing field. She lives in a vibrant city and enjoys a fast-paced lifestyle. She's tech-savvy and frequently shops online due to her busy schedule. Layla values both style and tradition, and she often looks for clothing that blends contemporary fashion with traditional values.

### Realizing that I need Abaya

### Looking for an Abaya online

### Ordering an abaya

### Getting the Abaya

### Getting the Abaya the second time

### Contacting customer service

#### ACTIONS

- Today i woke up for my first day of my new job
- I wore my abaya and noticed how old and used my abaya is
- I made a mental note that i'm gonna look for a new one

- I told my younger sister that i need to buy a new abaya and for her to accompany me to the abaya physical store
- She told me no one goes to the physical store anymore and to just look on TikTok

- I looked for a good abaya to buy from TikTok and i found an account with a lot of followers
- I clicked on the link on the TikTok account it took me to their website
- Even though i couldn't see how the abaya looked like from every angle but from the one photo that was provided was good enough for me
- I ordered it

- I finally got my abaya but when i tried it on the material weighed on me, i usually like light materials but that alone wasn't a problem, the sleeves was too long
- I contacted the customer service they told me to send it back to get centimeters off the sleeves

- It took lots of time for the abaya to be delivered, i had to buy a sum of money for the the sleeves length correction
- I tried it on, i discovered that they didn't even correct the length of the sleeves as i said

- I contacted customer service and they didn't reply
- which means i wasted my money on an abaya with over sized impractical sleeves that is not suitable for work.

