🛍️ E-Commerce Website Design Report

🔧 **Tool Used:** Figma

1. 📌 Project Overview

Project Title: Surf and Stitch

Objective:
To design a visually engaging, clean, and interactive user interface for a lifestyle e-commerce store, providing an intuitive shopping experience for fashion and lifestyle enthusiasts.

Target Audience:
Young adults and style-conscious individuals seeking trendy and aesthetically pleasing fashion wear through a seamless online experience.

2. 🎨 Design Approach & Process

Research:
To kick off the design process, I explored 2–3 existing e-commerce websites to understand current trends in UI aesthetics and user flow. I analysed how these platforms structure their navigation, product displays, and interactions. Drawing inspiration from their best features, I adapted and refined the concepts to suit my brand's identity, integrating them thoughtfully into my own design to create a fresh yet familiar user experience.

Wireframing:

I began the design process with a hand-drawn wireframe on paper, outlining the core functionalities and layout of the website. This helped me visualize the user journey and key components before moving into Figma, where I translated the sketches into a more structured digital design.

Colour & Typography:

For the colour palette, the following shades have been selected: #F0E5F9 (light lavender), #4A2574 (deep purple), #924DBF (medium violet), and #321158 (dark purple).

The colour palette was chosen to evoke a modern, elegant, and vibrant aesthetic, combining calming lavender for a minimalist vibe, luxurious deep purple for sophistication, energetic violet for youthfulness, and dark purple for exclusivity and refinement.

Gradient colours have been used for the buttons to create a modern and dynamic visual appeal.

UI Kit:

The UI kit incorporates **Stardos Stencil** and **Cinzel** typography to reflect a bold and elegant design aesthetic. A set of buttons has been designed using component sets for various functions such as **size selection**, **like/favourite**, **donation**, **add to cart**, and **buy now**. Icons are sourced from **Feather Icons** and **Material Design Icons** via Figma plugins, including commonly used ones like **search**, **cart**, **profile**, and **zoom**. Additionally, **product cards** with **auto layout** have been used for displaying items in both the **cart** and **clothing sections**, ensuring a responsive and consistent design structure.

3. 🧩 Figma Features Used

a. Auto Layout

- I utilized Auto Layout extensively to create flexible and scalable UI components across the website. It was applied to: Product Cards, Cart Section and Buttons

- **Benefits**
  - Made the design responsive to resizing
  - Allowed quick edits without manually adjusting spacing and alignment.

b. Component Sets

- I created multiple component sets to build reusable and interactive UI elements across the website. Add to Cart Button, Buy Now Button, Size Button, Quantity Increase/Decrease Button, Donation Button, Payment Mode Button
- Benefits
  - Easy and intuitive interactions
  - Quick access to key actions like adding to cart and purchasing directly.

c. Prototyping

- **Flows:**

  - Homepage → Product Categories → Subcategories → Product Listings → Product Detail

  - Add to Cart → Cart → Checkout

- Checkout → Shipping Details → Payment → Confirmation

- **Effects Used:** Smart animate for image rotation, hover zoom-in animations, and transition effects on buttons.

5. 💡 Unique Features / Innovations

- **Interactive Category Hover:** Black-and-white logos transform into colourful images with rotation effects.

- **Product Zoom Animation:** Dress images auto-zoom, adding visual depth.

- **Hover Effects:** Gradient transitions on buttons, changing dress previews on hover, and donation hover effects in cart.

- **Quantity Controls:** Functionality to increase/decrease item count in cart.

6. 🚀 What Can Be Improved

- Add functional user profile and search bar in future updates.

- Introduce item removal from the cart for more control.

- Consider adding user reviews or ratings to enhance decision-making.

- Ensure that the design adapts seamlessly to all screen sizes

7. 🙌 Conclusion

This project helped strengthen my understanding of interactive design in Figma, especially using component sets and auto layout.

Crafting Surf and Stitch was a hands-on experience in combining functionality with fashion-forward UI/UX principles, and it inspired future ideas for making online shopping even more immersive.