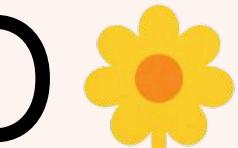




# PORTFOLIO



By Sanghee Lee



# SANGHEE LEE

UX/UI DESIGNER

Phone: 010-2946-5110 | Email: fdbdd@naver.com

## EDUCATION

- Bachelor's in English Literature  
Hannam University, March 2013 - February 2018
- User Experience (UX): The Ultimate Guide to Usability and UX  
Udemy - Davis Travis, Course Completed

## TOOLS

- **Frontend Development:** HTML (Basic), CSS (Basic), JavaScript (Basic), Python (Basic), Git (Basic)
- **Design Tools:** Photoshop (Intermediate), Illustrator (Intermediate), After Effects (Intermediate), Figma (Intermediate)

## ABOUT ME

I am a creative and analytical UX/UI designer focused on providing user-centered solutions using a variety of design tools. I have a deep understanding of the latest design trends and tools and have enhanced my skills through independent UX/UI design project experience.

## PROJECT EXPERIENCE

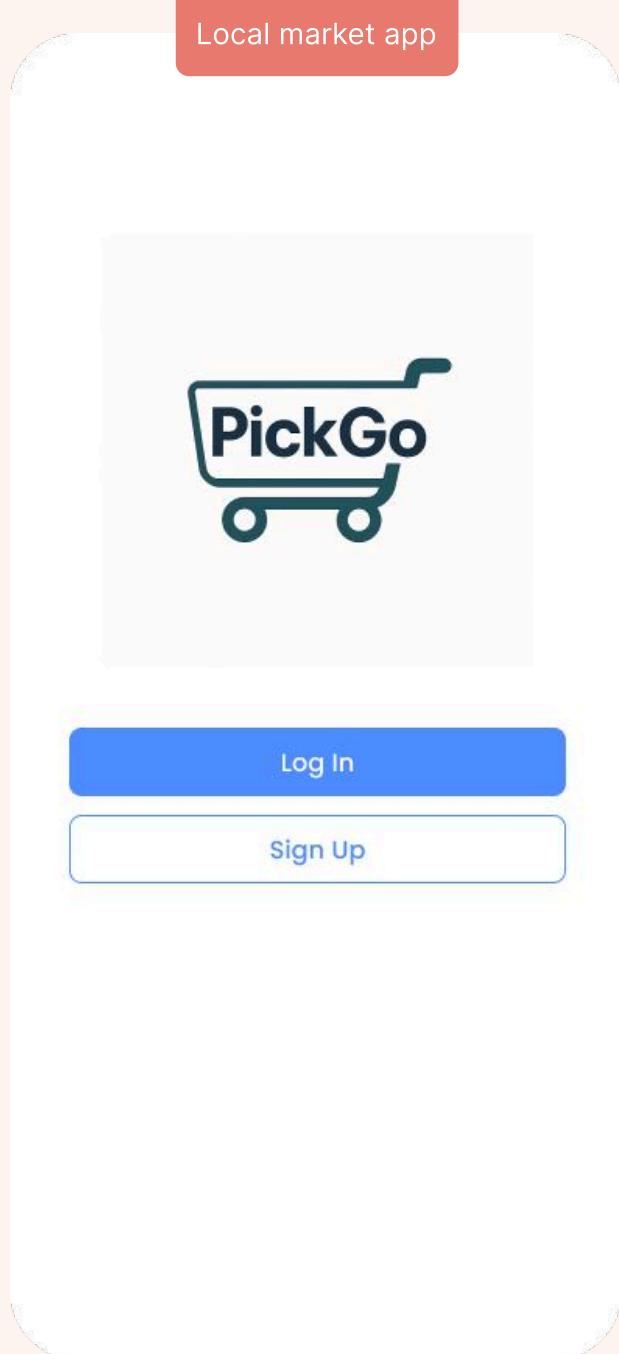
### Mart Product Location Finder App

- **Duration:** April 2024 - May 2024
- **Role:** User Research, Wireframe & Prototype Design, User Testing
- **Results:** Saved shopping time, provided discount alerts, improved user experience

### Clothing App

- **Duration:** May 2024 - June 2024
- **Role:** User Interviews, Competitor Analysis, Prototype Creation, Feedback
- **Results:** Reduced order quantity errors, simplified search filter functions, improved user experience

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Shopping app

Breeze

# INTRODUCTION

This project aims to design a mobile app that improves the local supermarket shopping experience by addressing common inconveniences. It offers real-time discount information, recipe integration, and personalized supermarket recommendations based on users' lifestyle and shopping needs.

## PROJECT GOALS

### 1. Customer Experience Improvement

- Provide the optimal shopping route and information based on users' locations and purchasing habits, creating a stress-free grocery shopping environment.

### 2. User Engagement Enhancement

- Enhance user engagement with lifestyle content like discounts and recipe suggestions.

### 3. Efficient Shopping Support

- Enable efficient shopping with real-time supermarket info and delivery scheduling.

## DESIGN THINKING PROCESS



## RESEARCH & METHODOLOGY

**Interviews:** Through in-depth questions and exploration, key insights were gathered.

**Interview Participants:** 4 individuals from diverse groups: single households, newlyweds, multi-person households, and full-time mothers.

**Interview Methods:** Face-to-face, phone, and messaging-based in-depth interviews.

### Sample Questions:

- How often do you go grocery shopping?
- What channels do you primarily use for shopping?
- How do you check for discounts?
- Do you plan your shopping ahead of time? How do you find recipes?
- What is the most inconvenient part of shopping?

This process helped uncover users' pain points and repetitive behaviour patterns, which were instrumental in shaping the features and functionalities of the app.

# PERSONA

Based on interview data, key user types were defined.

Common Needs	Common Pain Points
<ul style="list-style-type: none"><li>• Desire to check discount information in advance</li><li>• Need for fresh ingredients</li><li>• Familiarity with digital shopping platforms</li></ul>	<ul style="list-style-type: none"><li>• Information is scattered, making it cumbersome to find</li><li>• Complaints about delivery quality (delays, out of stock, etc.)</li><li>• Lack of connection between recipe ingredients and shopping items</li></ul>

The primary users are defined as individuals who want to quickly obtain the necessary information without making mistakes in size or quantity.

Their main goal is efficiency and accuracy in their shopping experience.

**Primary persona**



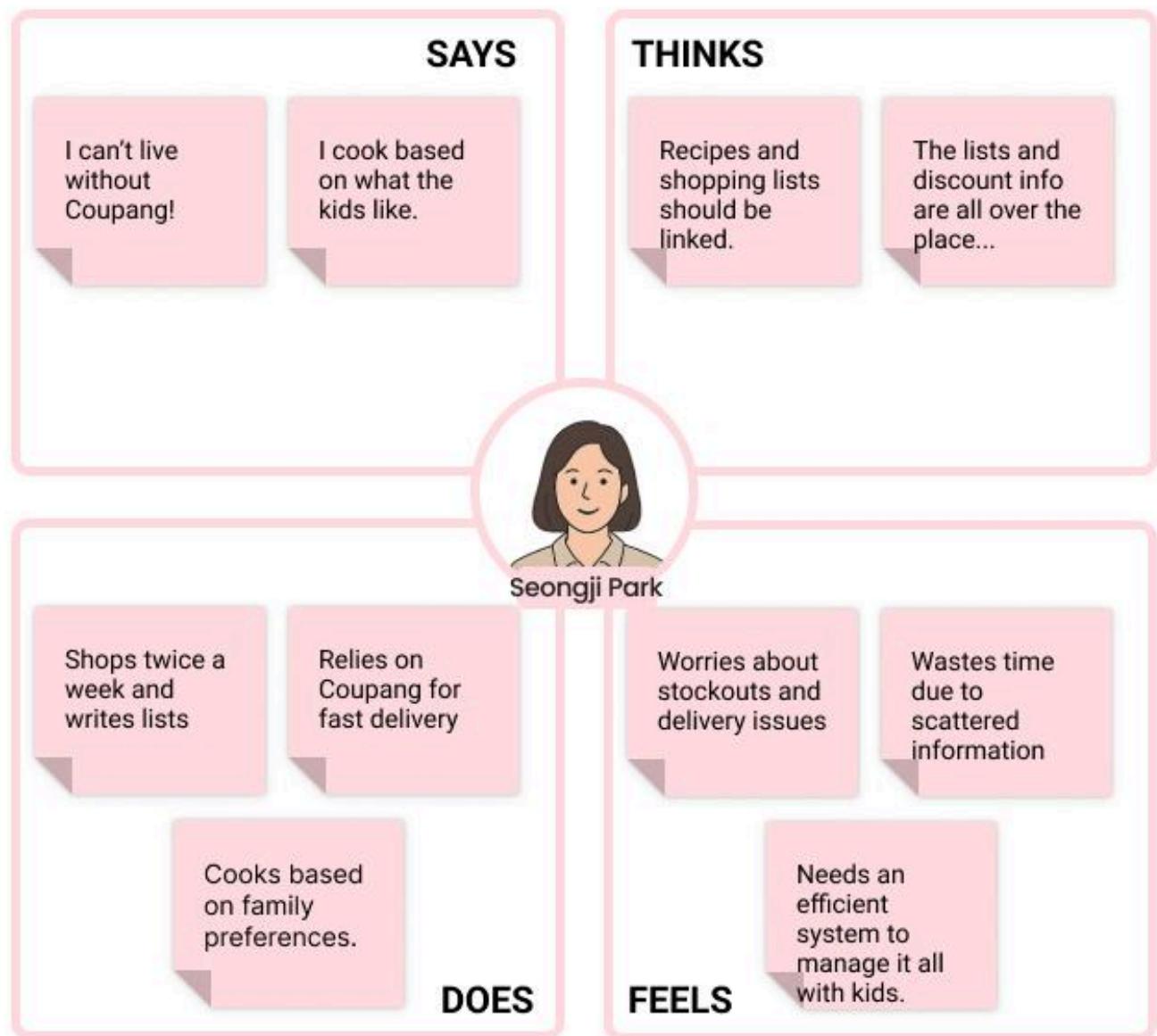
- Name: Seongji Park
- Age: 29
- Occupation: Administrative Clerk
- Location: South Korea
- STATUS Married (with 3 children)

"As the one responsible for my three kids' healthy meals, I need to shop with both time and budget in mind. It would be so convenient if discount info and grocery lists were automatically linked."

GOALS	PAIN POINTS
<ul style="list-style-type: none"><li>• Plan healthy meals</li><li>• Reflect family preferences</li><li>• Save time shopping</li><li>• Stay within budget</li></ul>	<ul style="list-style-type: none"><li>• Balancing health and taste for kids</li><li>• Time-consuming shopping</li><li>• Missing discounts</li><li>• Managing multiple lists</li></ul>
MOTIVATION	NEEDS
<ul style="list-style-type: none"><li>• Provide nutritious meals</li><li>• Minimize shopping stress</li><li>• 장보기 스트레스 해소 and an all-in-one solution</li></ul>	<ul style="list-style-type: none"><li>• Smart discount suggestions</li><li>• Recipe-linked grocery lists</li><li>• Time-saving system</li></ul>

# EMPATHY MAP

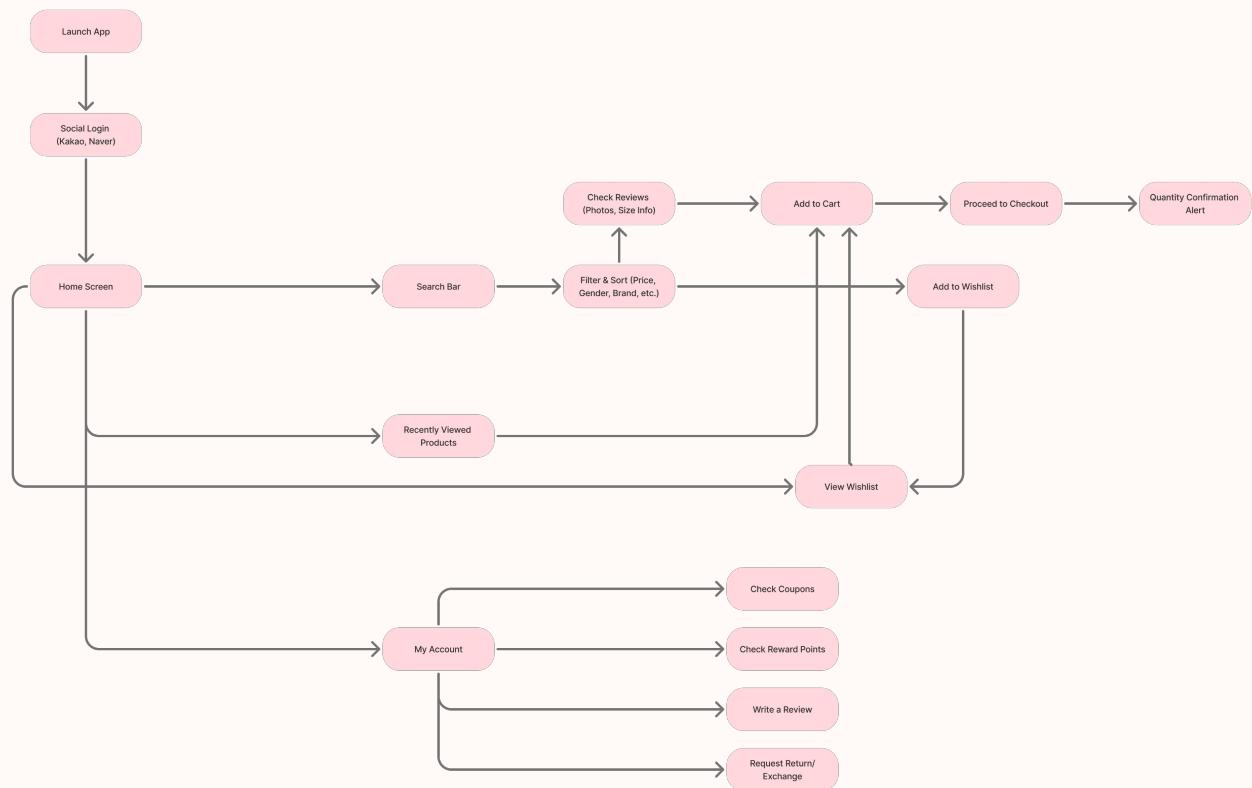
We created an empathy map based on the persona to structure the user's thoughts, emotions, and behaviours. This helped us clearly identify the core problems and needs that the app needs to address.



# User Flow

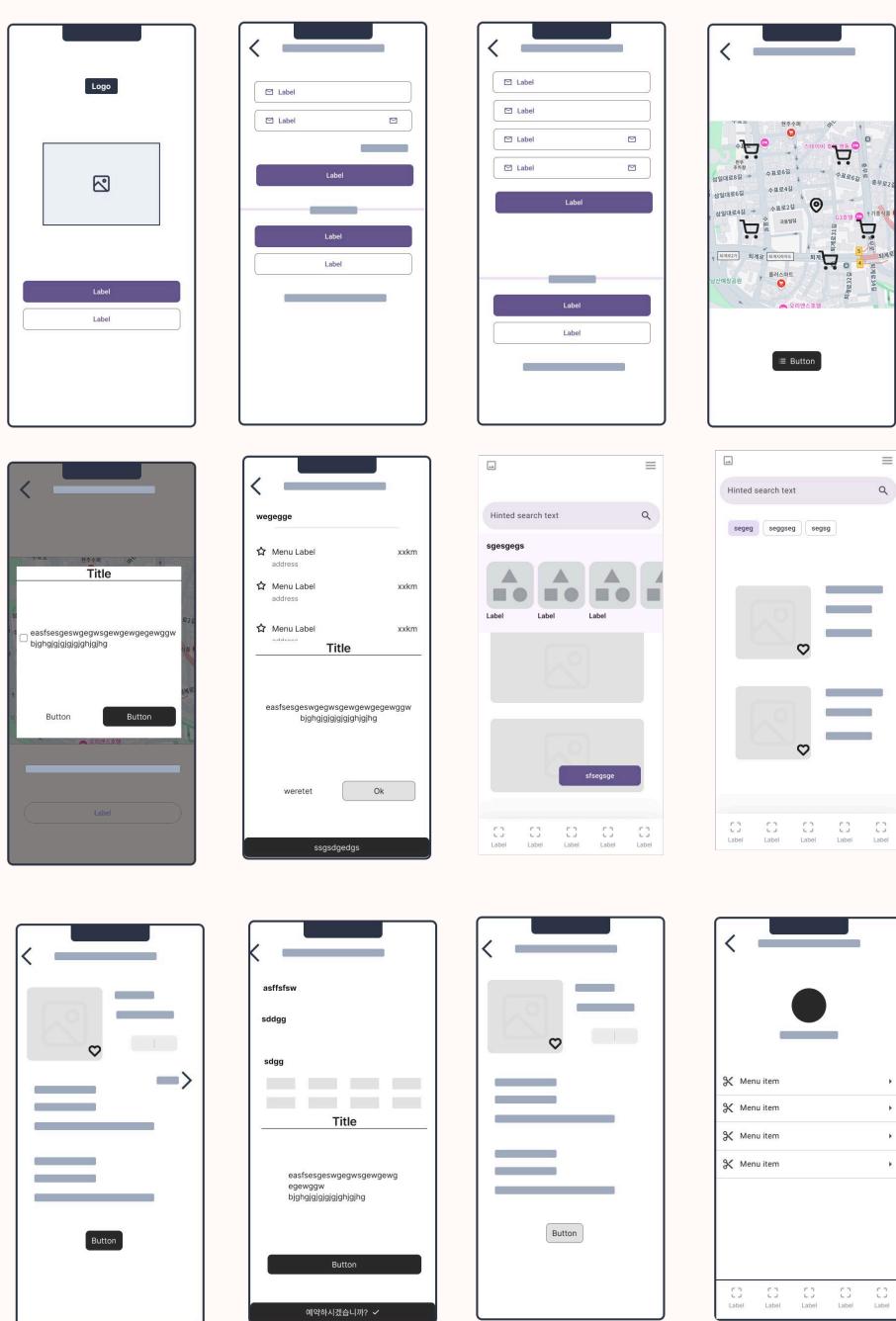
After clearly identifying users' emotions, thoughts, and actions through the Empathy Map, I visualized the User Flow, which shows the steps users take from checking discount information to exploring recipes, selecting markets, and reserving delivery. Based on this, I designed the app structure to minimize user inconvenience and provide a faster, more intuitive shopping experience.

**App Launch → Auto Setup of Nearby Markets Based on Location → Check Discount Information and Recipe Recommendations → Search Products and Add to Cart → Check Delivery Availability and Set Delivery Time**

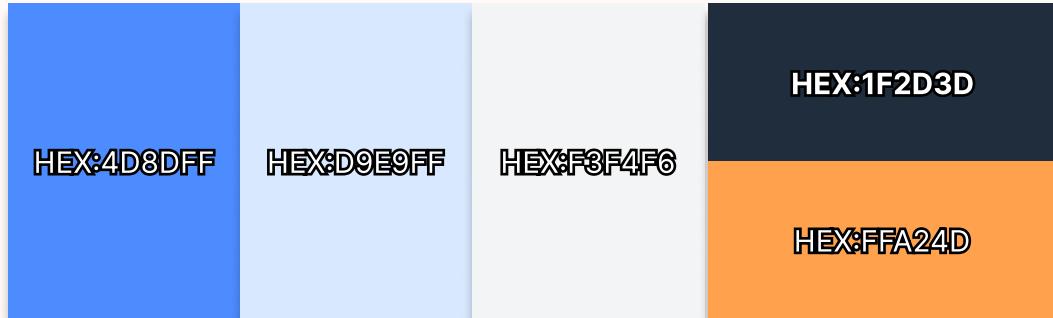


# Wireframe

After identifying the user's emotions, thoughts, and behaviors through the Empathy Map, we visualized the user flow, outlining how the user would navigate the app from checking discount information to exploring recipes, selecting supermarkets, and scheduling deliveries. Based on this, we created an app structure that minimizes user inconvenience and provides a faster, more intuitive grocery shopping experience.



## COLOR AND TYPOGRAPHY



ABCDEFGHIJKLMNOPQRSTUVWXYZ	14PX
abcdefghijklmnopqrstuvwxyz	16PX
<b>POPPINS</b>	18PX
REGULAR   SEMI BOLD <b>BOLD</b>	20PX

## LOGO

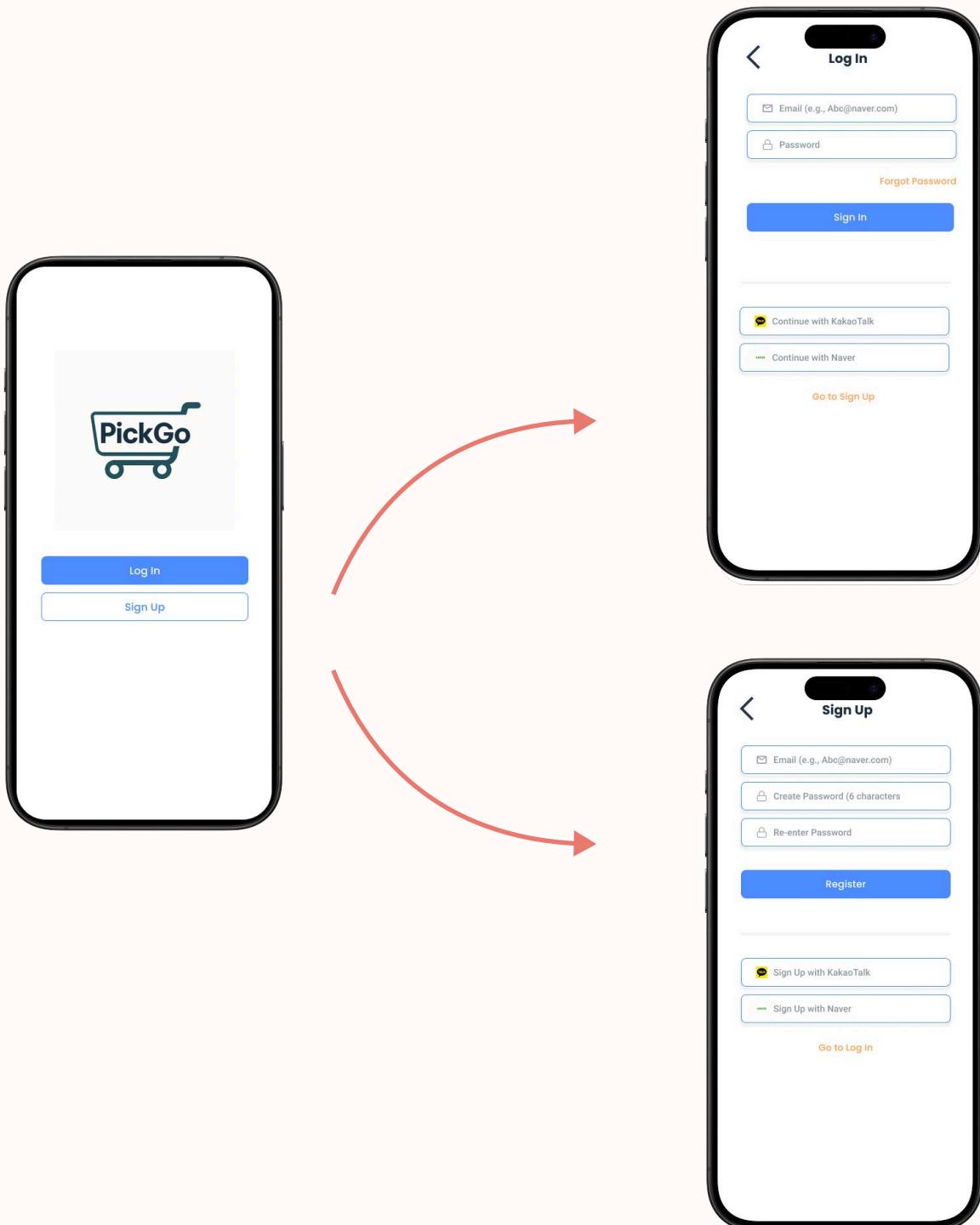


# PROTOTYPE

## 1. Login Screen & Home Screen

### Social Login

Offers quick and intuitive login options, including Naver, Kakao, and email, to streamline the login process.



# PROTOTYPE

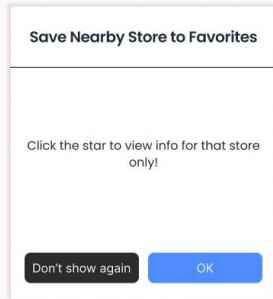
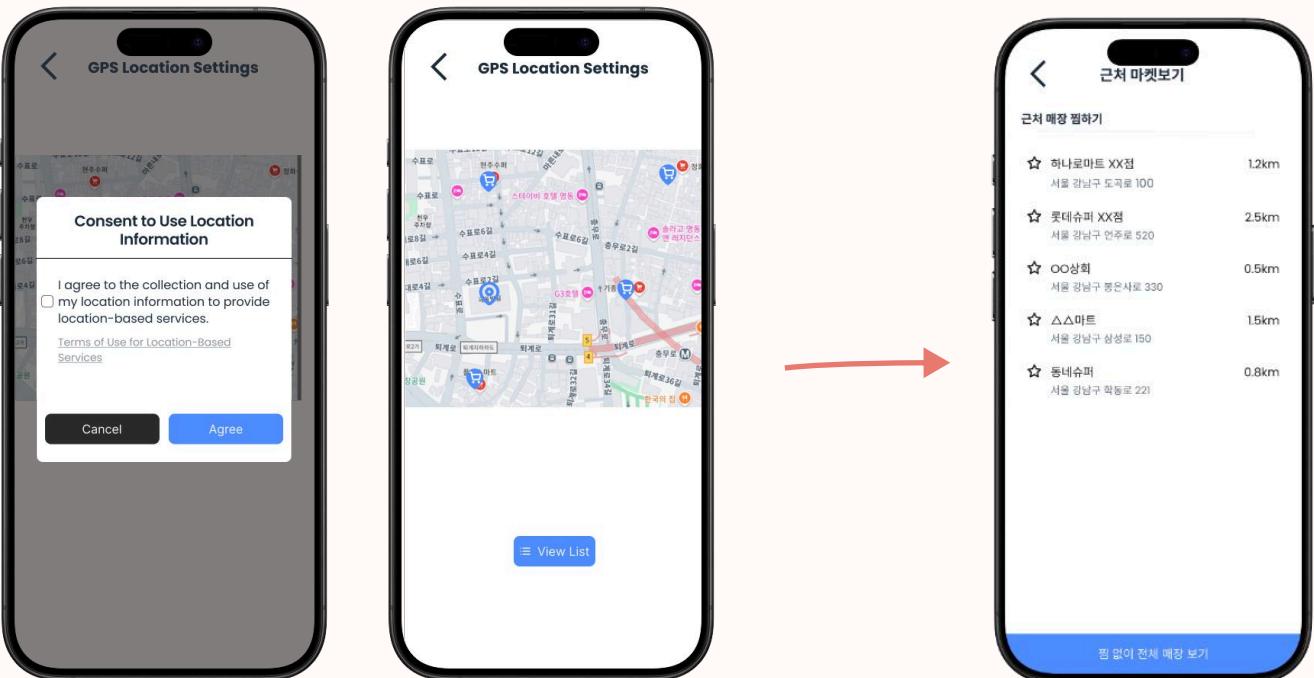
## 2. GPS-based Nearby Market Auto Setup

Upon agreeing to share location data, markets within a 3km radius from the user's current location are automatically displayed on the map.

By clicking the list view button, users can see the market name, address, and distance from their location.

A star icon allows users to mark specific stores for easier access.

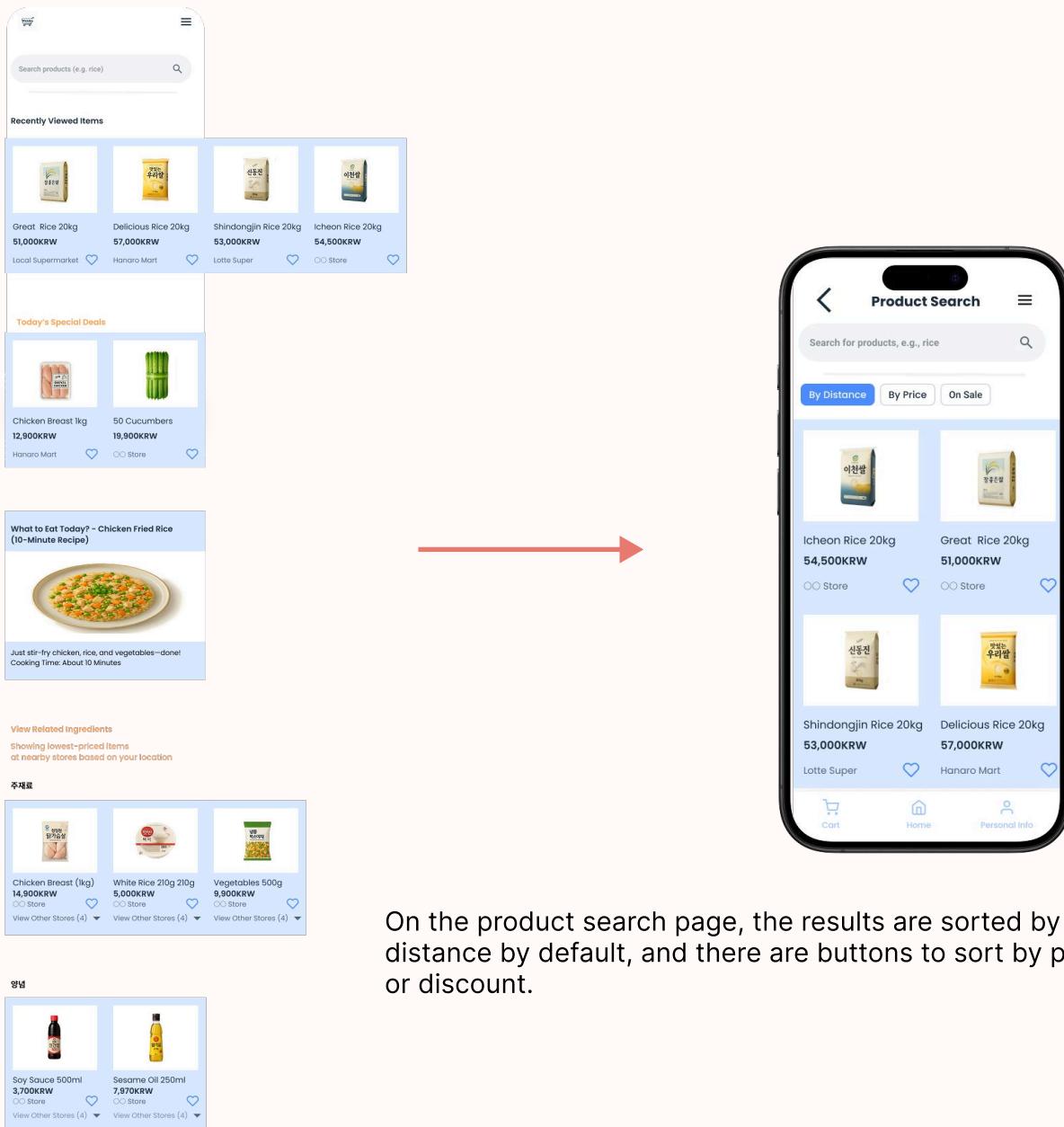
To enhance user understanding, a notification pop-up will guide them through the feature.



# PROTOTYPE

## 3. Home Screen

Recently viewed products are conveniently displayed on the first page, so users don't have to search for them again. The highest discounted products from each market are featured as special deals to make shopping more efficient. The "What should I eat today?" section introduces simple recipes that can be made in 10 minutes or less and recommends related ingredients. These ingredients are displayed with a focus on the nearest and most affordable products, with clear labels to avoid confusion.

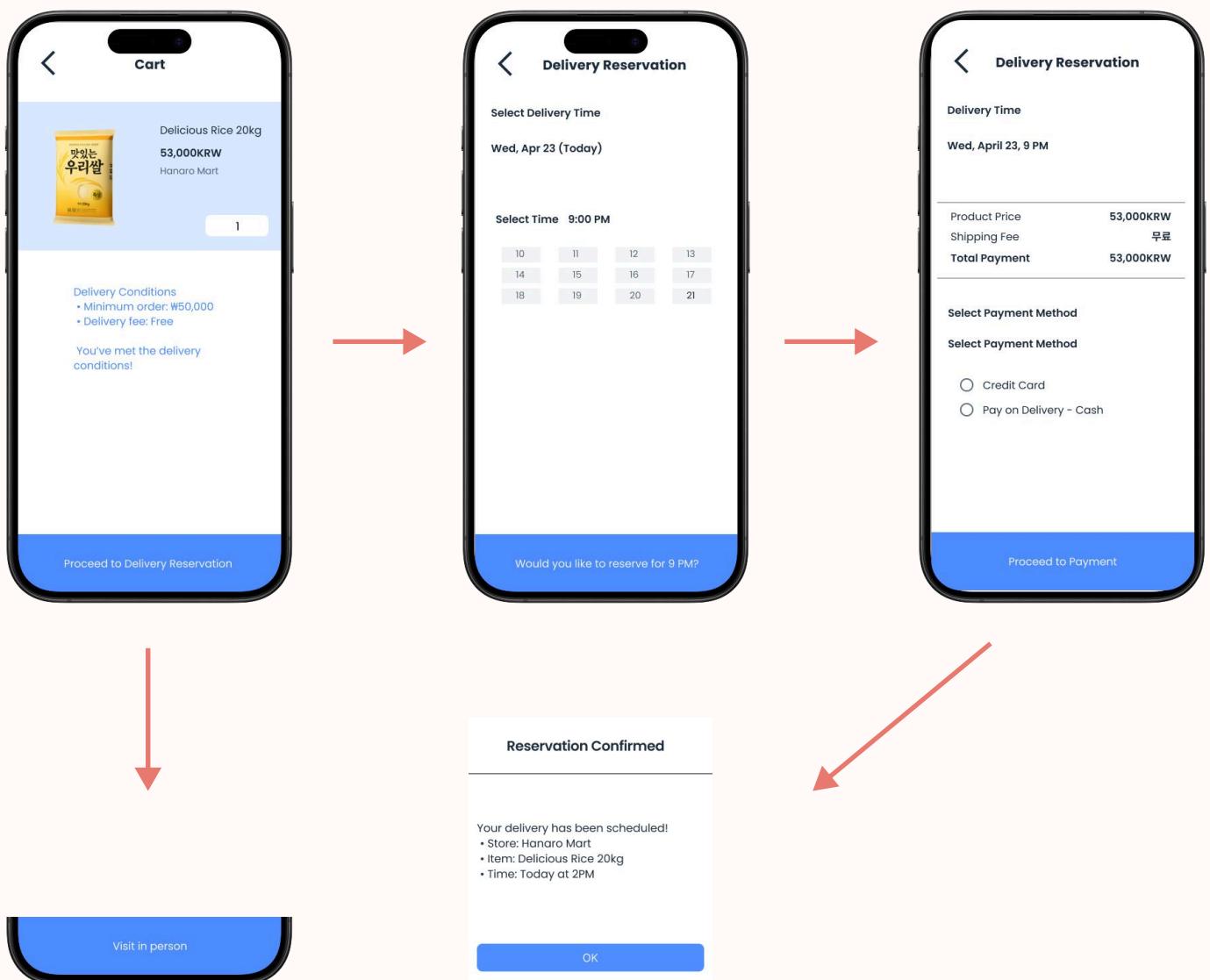


On the product search page, the results are sorted by distance by default, and there are buttons to sort by price or discount.

# PROTOTYPE

## 4. Shopping Cart Screen

Once items are added to the cart, delivery conditions are displayed per market. If the delivery conditions are met, a "Go to Delivery Reservation" button appears. Clicking this button takes the user to a page where they can select a delivery time. After choosing the preferred delivery time, they are directed to the payment page. The user can choose either card payment or cash on delivery. Once the payment is confirmed, a reservation confirmation alert appears. If the delivery conditions are not met, the button changes to "Visit Store Directly" at the bottom.



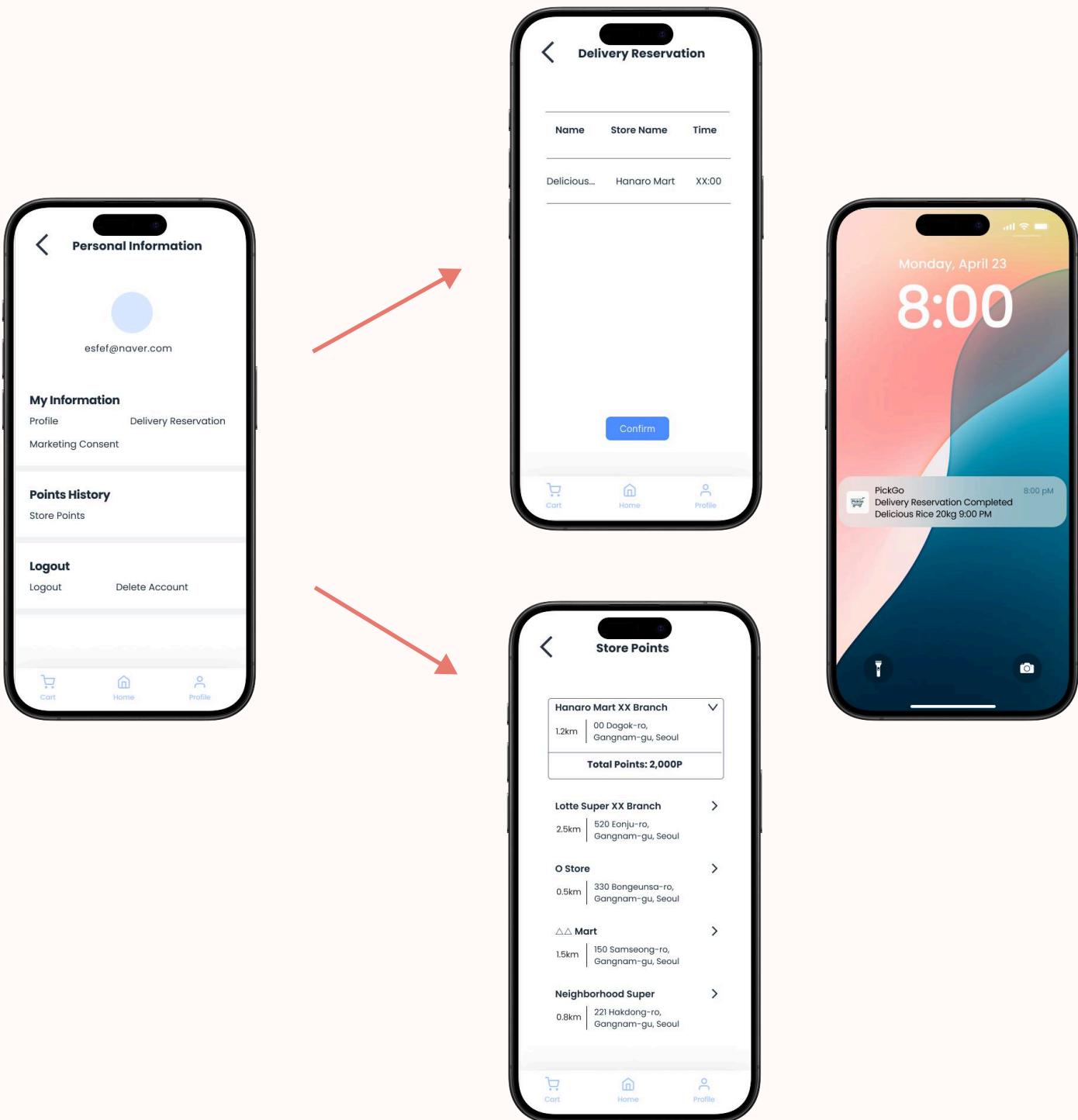
# PROTOTYPE

## 5. Personal Information Screen

The personal information screen offers the following features:

- **Delivery reservation confirmation**
- **Opt-in/opt-out settings for marketing information (with opt-in, users receive notifications about daily discount products)**
- **View loyalty points per market**

To enhance user convenience, all essential functions are easily accessible from a single, integrated screen.



# **Conclusion**

This project is designed as more than just a grocery shopping app; it aims to be a commerce platform closely integrated into users' daily lives. Through user-centred research, persona-based planning, and iterative testing, we aimed to provide the following values:

- Efficient and intuitive shopping experience
- A commerce platform connecting local markets
- A customer satisfaction system linking recipes and discount information

Moving forward, we plan to continuously incorporate user feedback to evolve into a truly life-centred local commerce app.

# INTRODUCTION

The goal of this project is to address the discomfort and confusion that arise while using shopping mall apps and to provide users with an intuitive and clear UI. By identifying the common issues shoppers face, the objective is to improve these pain points and offer a more convenient shopping experience.

## PROJECT GOALS

- Customer Experience Improvement:** Minimize size uncertainty and help customers shop with more confidence.
- Customer Acquisition and Engagement:** Ensure that customers don't miss essential information in apps with detailed photos, offering a more intuitive shopping experience.
- Mistake Prevention:** Strengthen features that help prevent quantity mistakes during busy shopping sessions.

## DESIGN THINKING PROCESS



## METHODOLOGY

**Survey:** A survey was conducted with 10 participants via Google Forms to understand shopping patterns, customer needs, and pain points. Each participant provided detailed insights about their shopping experience, which helped us derive critical insights.

### Survey Example:

- Basic Information:** Gender, Age, Occupation
- Shopping Patterns:** How often do you shop each month?
- Preferred Shopping Apps:** Which shopping apps do you primarily use?
- Important Factors:** What do you consider most important when shopping?
- Size Checking:** Do you check detailed sizes while shopping?
- Size Information:** How do you verify size information when shopping?
- Discomforts:** What do you find most uncomfortable while shopping?
- Information & UI:** What is your preferred way to view information on a shopping app?
- Quantity Mistakes:** Do you often make mistakes when selecting quantities of products?
- Product Page Issues:** What do you find most inconvenient about product pages?

# PERSONA

Based on survey responses, common needs and pain points were identified as follows:

Common Needs	Common Pain Points
<ul style="list-style-type: none"><li>Quick and intuitive access to necessary information (e.g., size)</li><li>Ability to view a variety of customer reviews</li></ul>	<ul style="list-style-type: none"><li>Uncertainty or insufficient size information</li><li>Difficulty navigating information</li><li>Mistakes in quantity selection</li></ul>

The key user is defined as someone who wants to quickly obtain necessary information without making size or quantity mistakes.

**Primary persona**



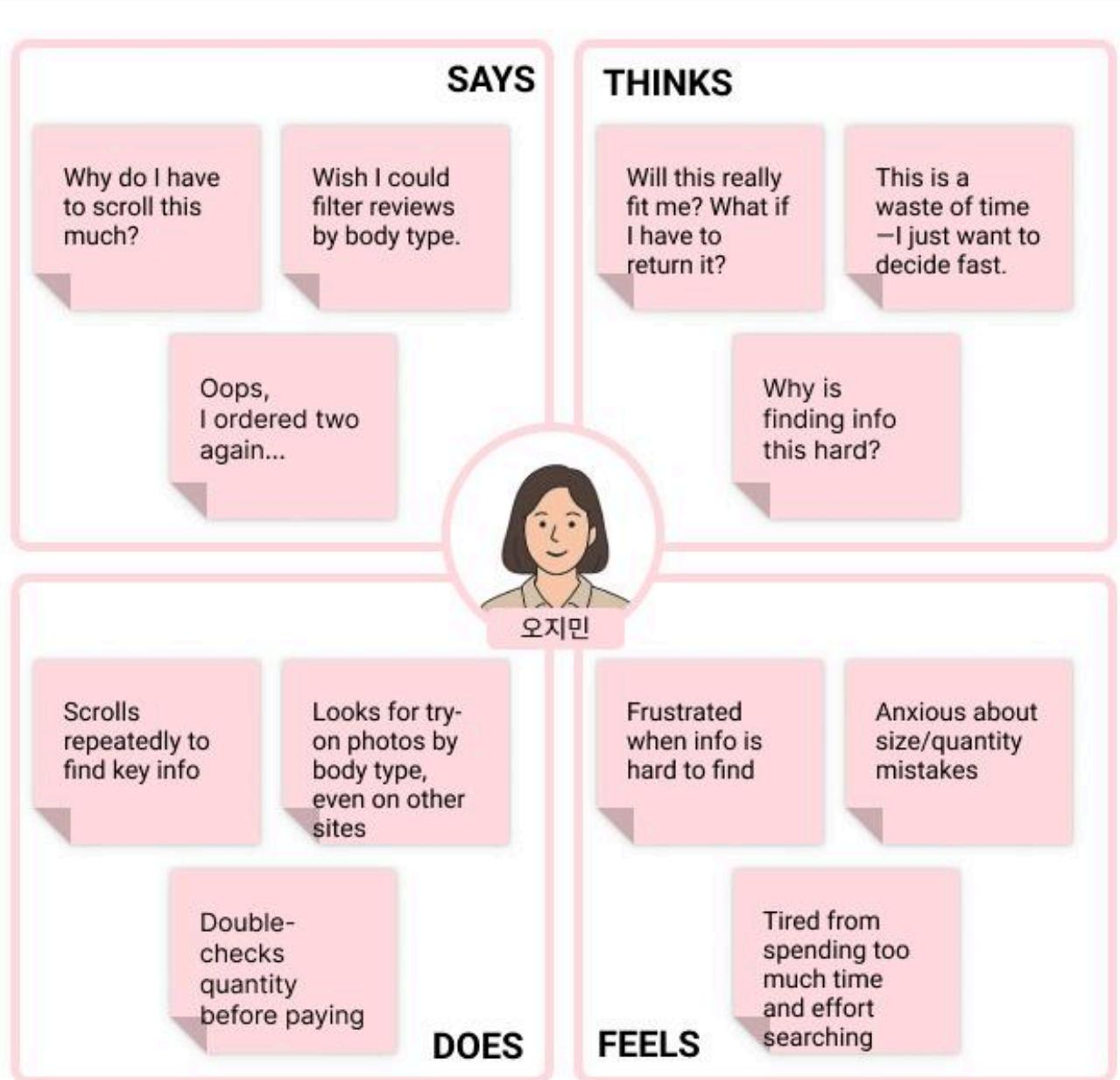
- Name: Ji-min Oh
- Age: 29
- Occupation: Marketer
- Location: South Korea
- Status: Single

"I want to quickly find what I need and finish my shopping in one go—satisfactorily."

GOALS	PAIN POINTS
<ul style="list-style-type: none"><li>Quickly find products that fit her body</li><li>Shop once without size/quantity errors</li><li>Get info fast and efficiently</li></ul>	<ul style="list-style-type: none"><li>Unclear size info → purchase hesitation</li><li>Too much scrolling → hard to find details</li><li>Quantity errors</li></ul>
MOTIVATION	NEEDS
<ul style="list-style-type: none"><li>Hates wasting time</li><li>Wants a flawless shopping experience</li><li>Loves finding the perfect fit</li><li>Prefers clean, fast interfaces</li><li>Aims for no returns</li></ul>	<ul style="list-style-type: none"><li>Tabbed info (reviews, try-on photos)</li><li>Auto-memory for recent quantity</li><li>Body-type review filters</li><li>Key info shown first</li></ul>

# EMPATHY MAP

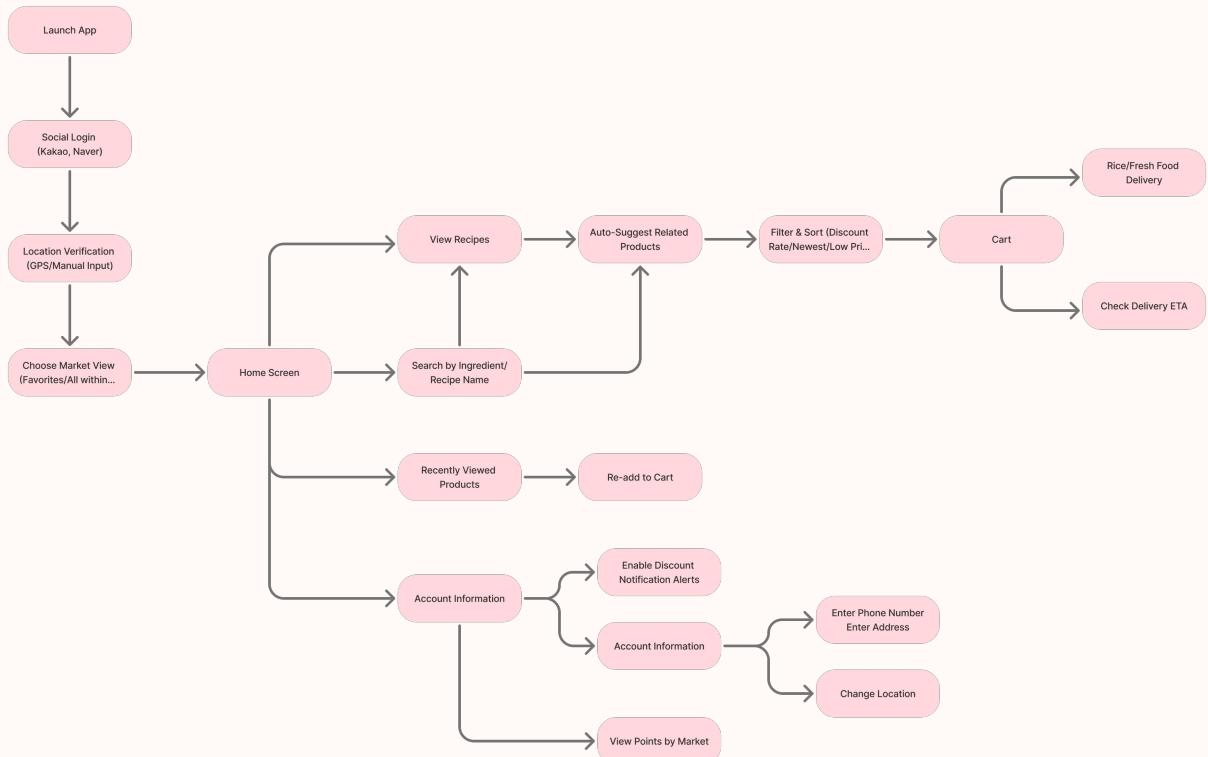
Using the empathy map, we visually organized the user's emotions, thoughts, and actions to clearly identify the discomforts and feelings they experience at each stage. This helped set the design direction to address those issues effectively.



# User Flow

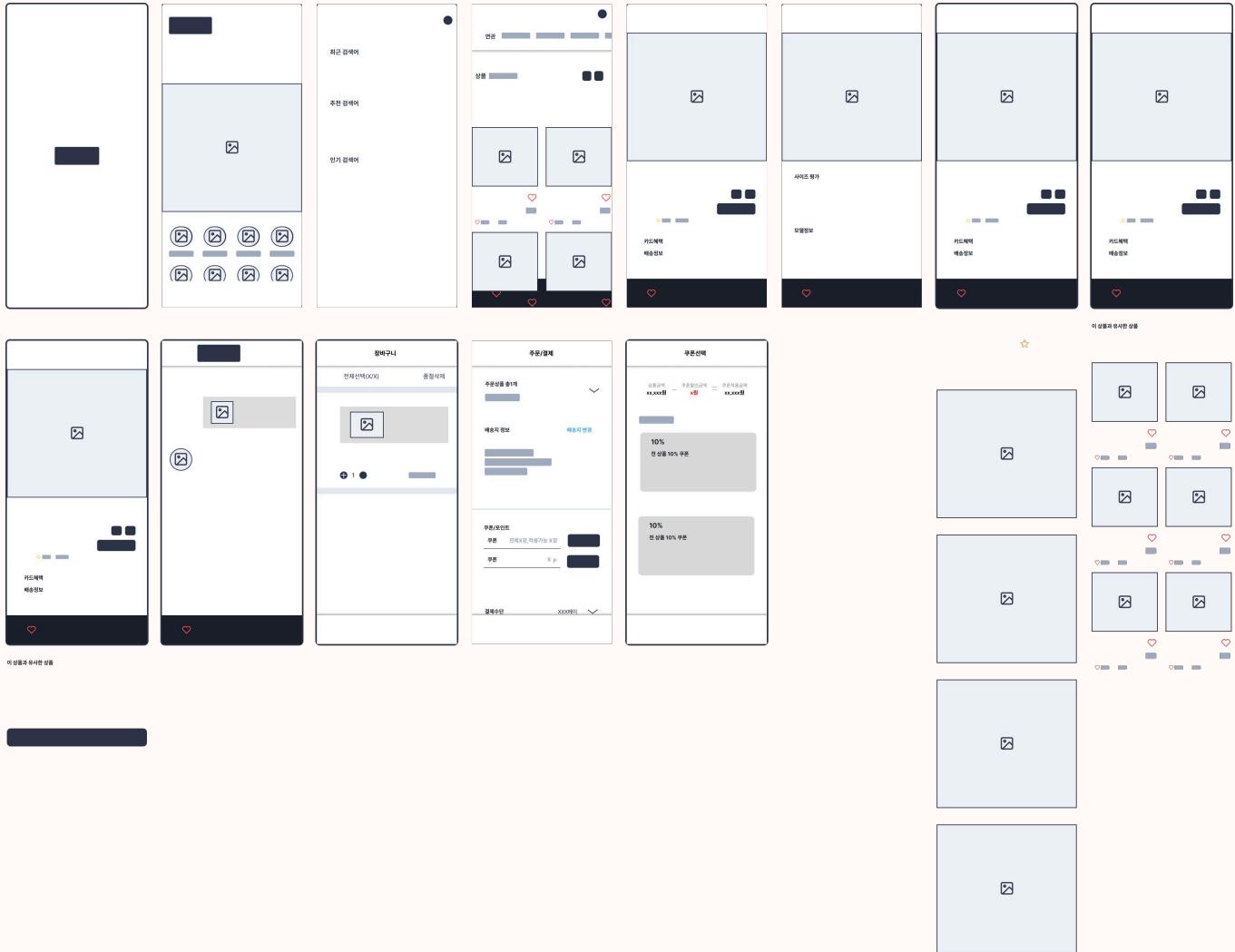
After clearly identifying the user's emotions, thoughts, and actions through the empathy map, we designed a user flow to visualize the actual path users take within the app. This helped minimize discomfort and created a more intuitive and seamless shopping experience.

**App Launch → Social Login or Sign-Up → Product Search → Apply Filters (Price, Discount, etc.) → Check Reviews → Add to Cart → Check Discount Coupons or Rewards → Proceed to Checkout**



# Wireframe

We designed each tab based on the user behavior flow, focusing on screen connectivity and usability, and made iterative improvements.



## COLOR AND TYPOGRAPHY



ABCDEFGHIJKLMNOPQRSTUVWXYZ	12PX
abcdefghijklmnopqrstuvwxyz	14PX
<b>ROBOTO</b>	16PX
REGULAR      SEMI BOLD      BOLD	18PX

LOGO

**Breeze**

# PROTOTYPE

## 1. Login Screen and Home Screen

### Social Login

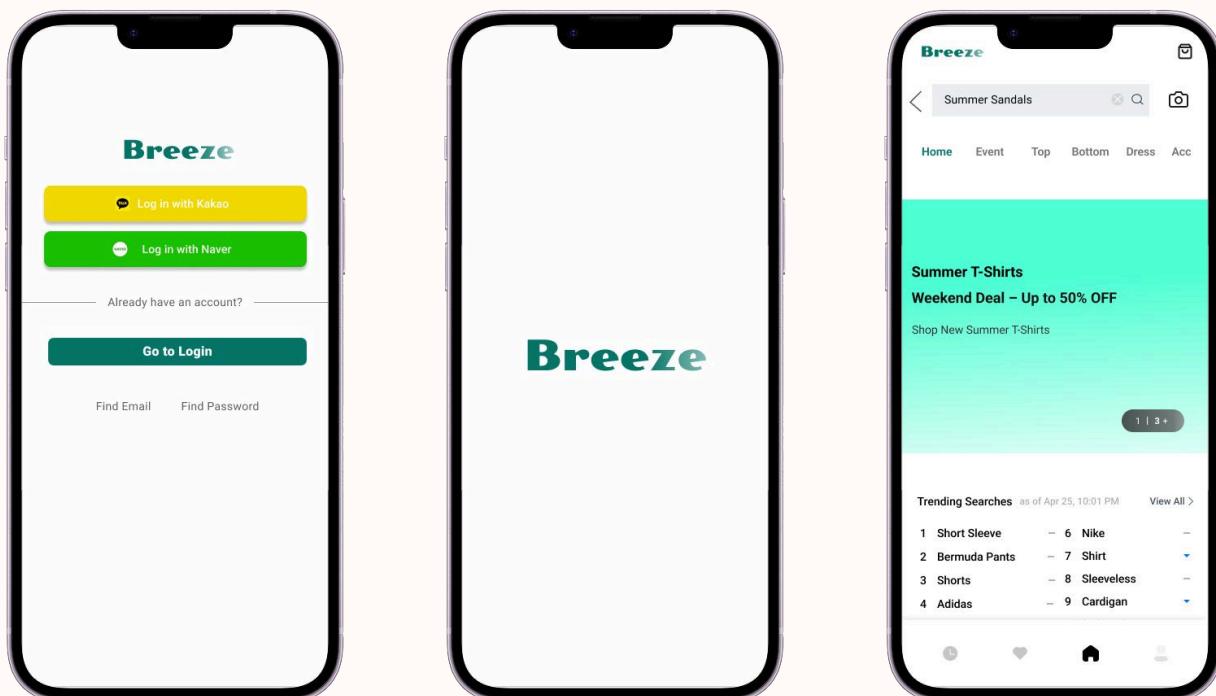
Provides quick and intuitive registration and login options through Naver and Kakao social logins.

### Home Screen Layout

After launching the app, the home screen displays discount and event banners, popular search terms, enhancing user accessibility and convenience.

### Banner Feature Improvement

The discount banners now show the total number of banners, allowing users to easily track remaining information.



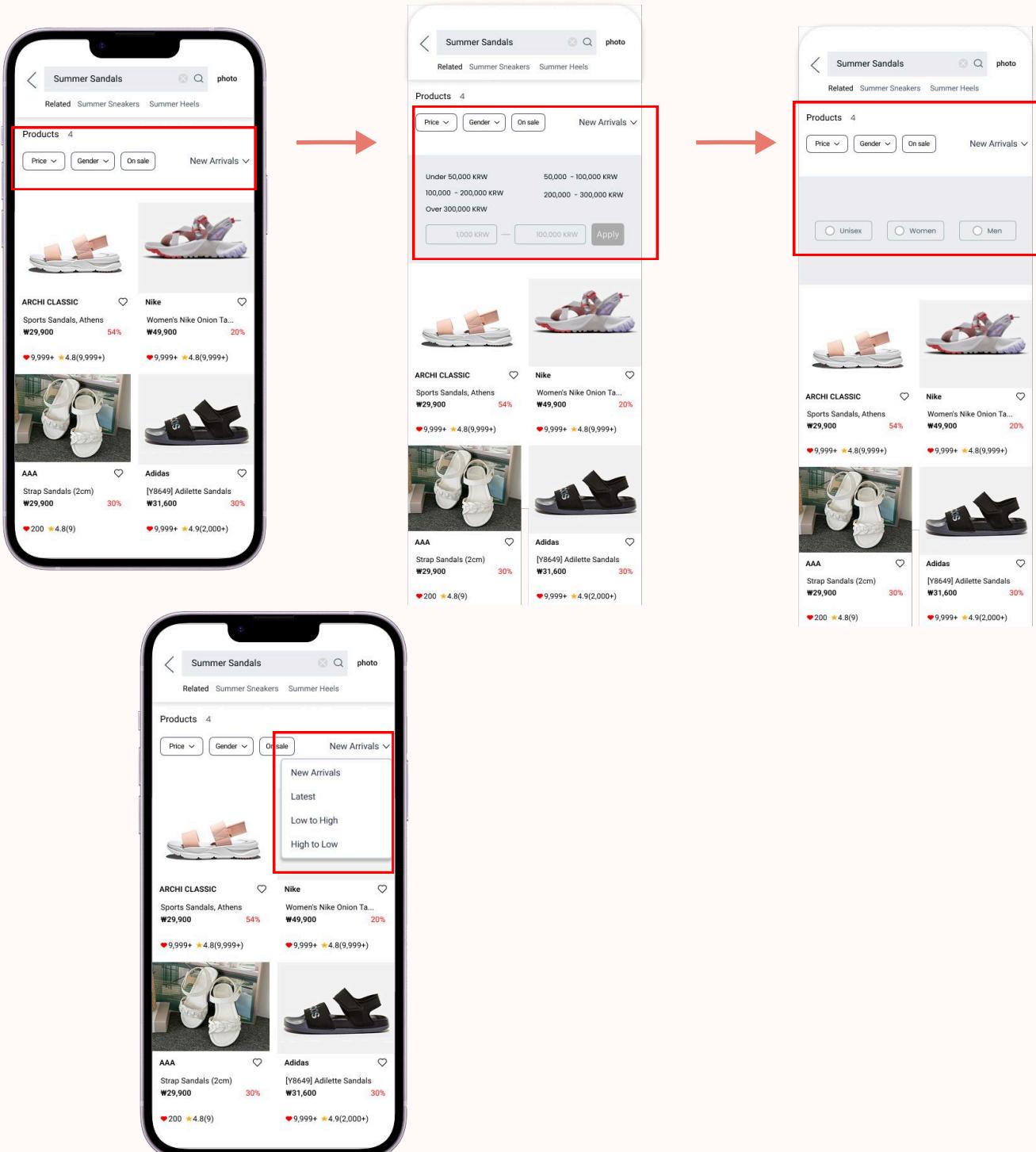
# Prototype

## 2. Search and Filter Function

For example, when searching for "summer sandals," users can filter results by price, gender, and other criteria.

There is also an option to view only sale items.

Additionally, sorting options like "new arrivals," "most popular," "lowest price," and "highest price" allow users to easily organize products according to their preferences.



# PROTOTYPE

## 3. Product Information and Size Details

When the product information tab is clicked, it displays key details such as material, color, size, manufacturer, care instructions, and warranty standards, along with a representative image.

Clicking on 'More Product Information' allows users to view additional images, minimizing data load and reducing unnecessary scrolling fatigue.

Additionally, clicking on the size tab or the shoe icon provides detailed measurements, allowing for more accurate reference when making a purchase.

The image shows a mobile phone displaying a product detail page for white strap sandals. The page includes:

- Product Image:** A large image of the sandals on the left, with a smaller image of a person wearing them in the center.
- Header:** Includes a back arrow, home icon, search icon, and a red-highlighted 'More Product Information' button.
- Product Summary:** Shows a discount of 30% off W29,900, a rating of 4.9 stars from 9 reviews, and a 'Get Coupons' button.
- Navigation:** Buttons for 'Info' (highlighted with a red box), 'Size', 'Reviews', 'Recs', and 'Help'.
- Product Info:** A table with the following details:

Material	Synthetic leather
Color	White
Size	225-250mm
Manufacturer	AAA
Origin	Made in Korea
Warranty	Per consumer law
Care Instructions	Dry thoroughly after washing before use.
- Made in Korea:** A small note at the bottom of the product info section.
- Show more details:** A button at the bottom left.
- Close details:** A button at the bottom right, highlighted with a red box.
- Mobile Phone Screen:** On the right, showing the 'Measurements' section with a diagram of the sandal and dimensions: Heel Height 2cm, Front Sole 1cm, Total 2cm, Width 8.8cm, Weight 3.3g, and Cushion Medium. It also shows 'Fit Feedback' with a chart showing 83% True to size, 13% Small, and 4% Large.
- Model Info:** Shows Height 174cm and Wearing size 250.

# PROTOTYPE

## 4. Review Tab

The review tab is equipped with a filter and sorting feature, allowing users to sort reviews by Best, Newest, Highest Rating, or Lowest Rating.

Additionally, the "My Size" feature lets users input their body information, enabling them to view reviews from users with similar body types, offering a more personalized and smart review experience.

The "View Photo Reviews" function allows users to easily access photo reviews in a larger format, enhancing the visual convenience of the shopping experience.

The image displays four screens of a mobile application prototype:

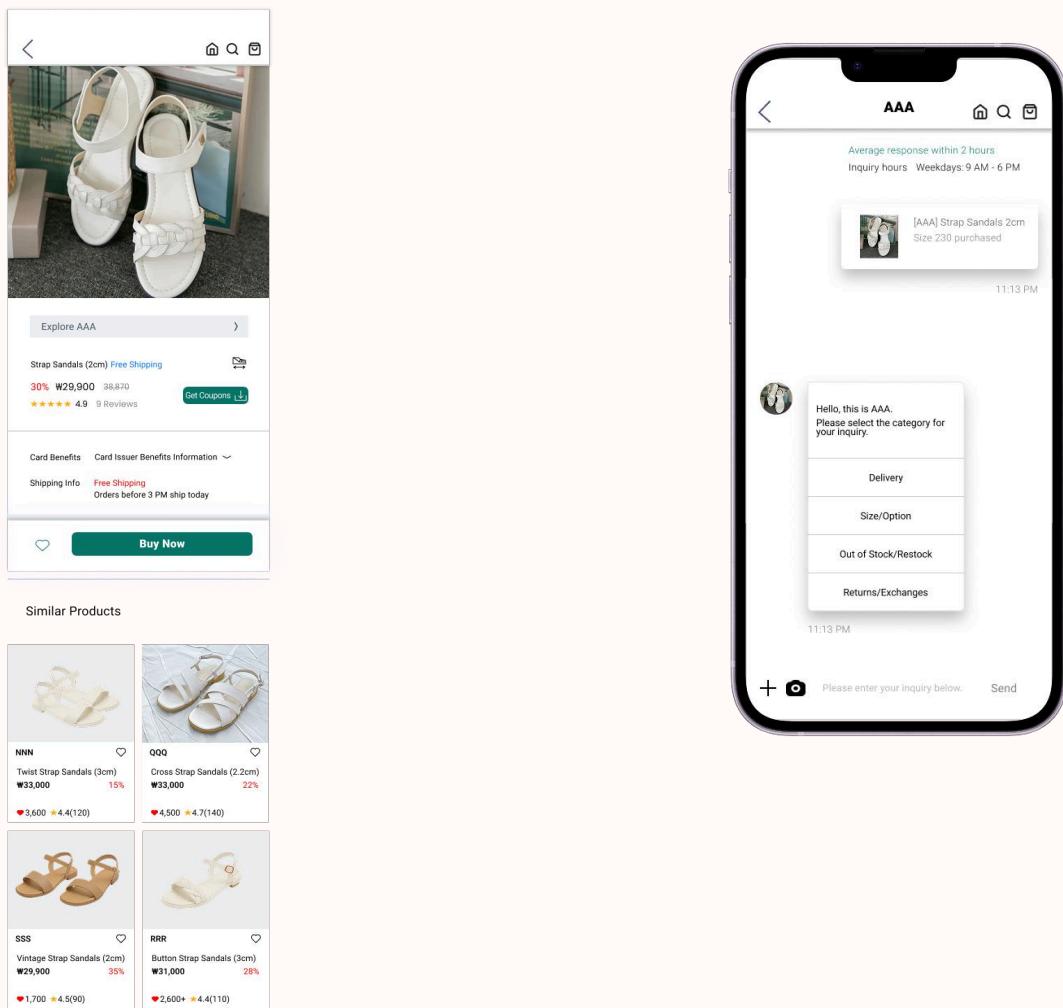
- Product Detail Screen:** Shows a pair of white strap sandals. Below the image are details: "Strap Sandals (2cm) Free Shipping", "30% W29,900 38,820", "4.9 9 Reviews". Buttons for "Explore AAA" and "Get Coupons" are present. Below these are sections for "Card Benefits" and "Shipping Info". At the bottom are tabs for "Info", "Size", "Reviews" (which is selected), "Recs", and "Help". A red box highlights the "Reviews" section.
- Set My Size Overlay:** A modal window titled "Set My Size" with the sub-instruction "Set your size!". It explains: "For more accurate reviews and recommendations, set your height, weight, and shoe size." It includes fields for "Height (cm)", "Weight (kg)", "Foot Length (mm)", and "Foot Width" (with options: Narrow, Normal, Wide). Below these are "Arch Height" options (Low, Normal, High) and buttons for "Close", "Set Now", "Cancel", and "Save".
- Set My Size Configuration Screen:** A detailed view of the "Set My Size" settings. It shows input fields for "Height (cm)", "Weight (kg)", "Foot Length (mm)", and "Foot Width" (Narrow, Normal, Wide). It also includes "Arch Height" options (Low, Normal, High) and buttons for "Cancel" and "Save".
- View Photo Reviews Screen:** A grid of nine small images showing different users wearing the same sandals. A large red arrow points from the "Reviews" section of the first screen to this one. At the bottom of the screen is a "Buy Now" button.

# PROTOTYPE

## 5. Recommendations and Inquiries

The 'Recommendations' tab automatically suggests similar products to the ones the user has selected, offering a more efficient and satisfying shopping experience.

Additionally, the 'Inquiries' tab allows users to leave questions about shipping, returns, exchanges, and more, and receive answers, enhancing user convenience and facilitating smooth communication between the store and customers.



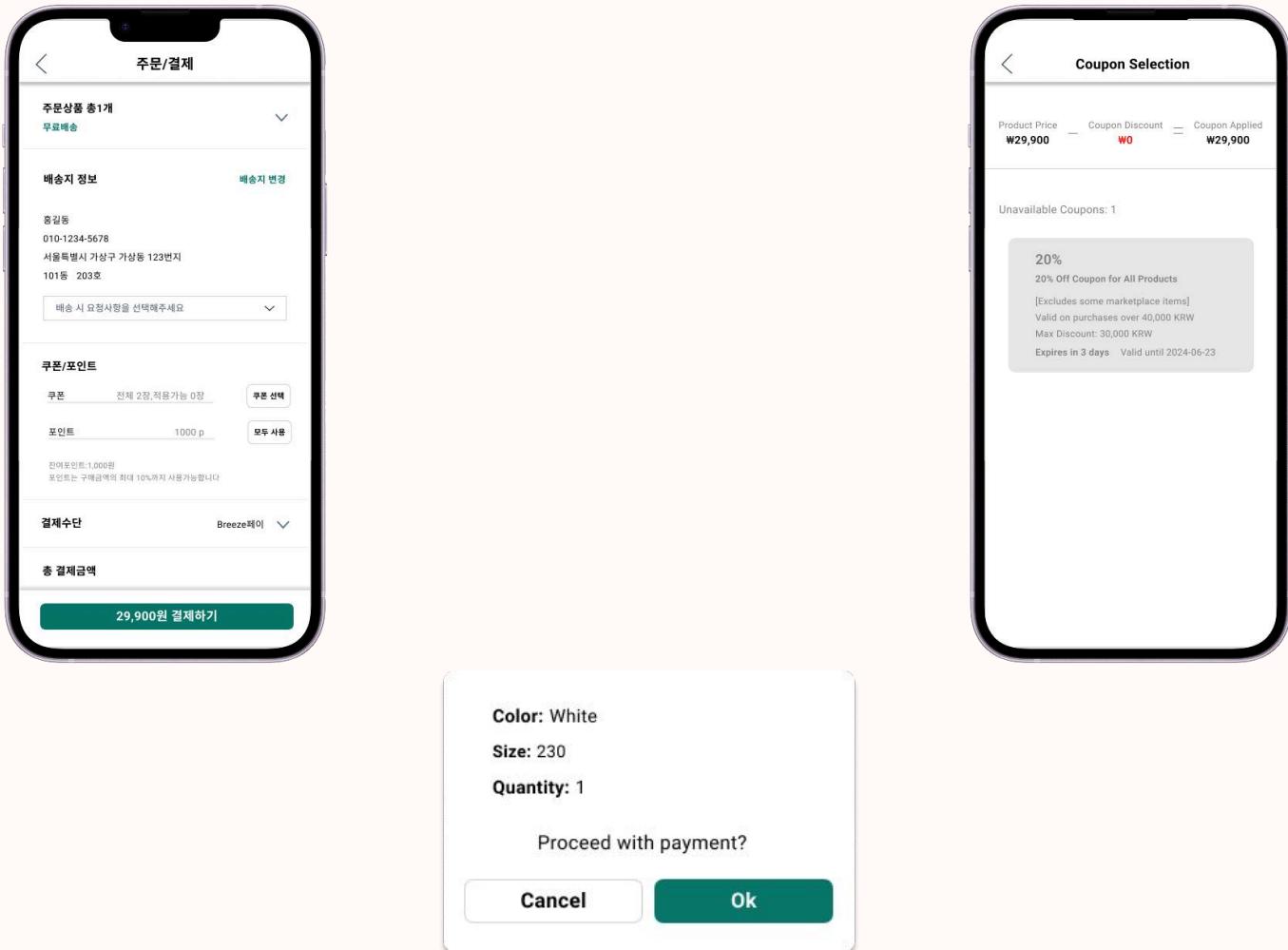
# PROTOTYPE

## 6. Order and Payment

In the payment stage, users can click the dropdown arrow to review their selected items one last time, helping to minimize errors.

By tapping the “Select Coupon” button, users can intuitively view detailed information such as available and unavailable coupons, expiration dates, and discount rates.

Additionally, when the “Proceed to Payment” button is pressed, a reminder appears showing color, quantity, and size information once more, helping to prevent mistakes during payment.



# Conclusion

This shopping app UI/UX improvement project began with a deep understanding of real users' shopping experiences and frustrations.

Through user analysis based on surveys, personas, and empathy maps, we identified key issues such as uncertainty around size information, errors in quantity selection, and difficulty in navigating information.

To address these pain points, we designed a user-centred UI that features an intuitive information structure, enhanced filtering options, improved review sorting methods, and a size recommendation function.

From wire-frames to prototypes, we visualized the user experience in alignment with actual user flows.

This project goes beyond visual aesthetics—it focuses on solving real problems across the entire shopping journey.

With ongoing feedback, we aim to continue evolving a user-centred digital shopping environment.