



# HANDMADE PRODUCTS

The magic of handmade product

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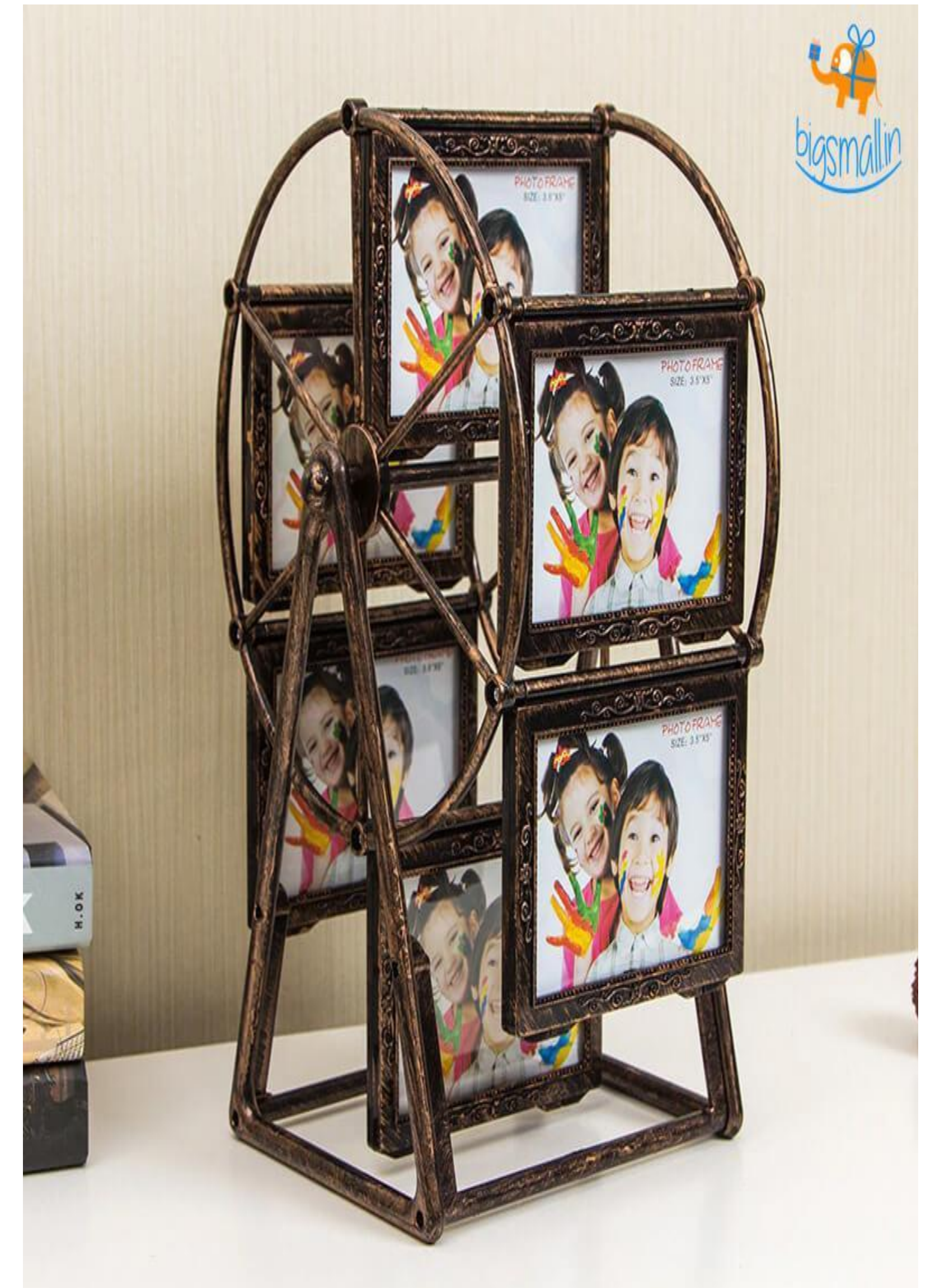
Figma, Miro, Zeplin, Lookback.



# CHALLENGE OR PROBLEM OVERVIEW

Handmade goods have emotional value in people's life as well some of such goods can be utilized for decoration, gifting, personal use, etc. but people cannot spend time to create such things due to busy schedule or lack of creativity.

I explored the possibility of designing an app for handmade product buyers and started the process for it.



# DISCOVERY: RESEARCH & ANALYSIS

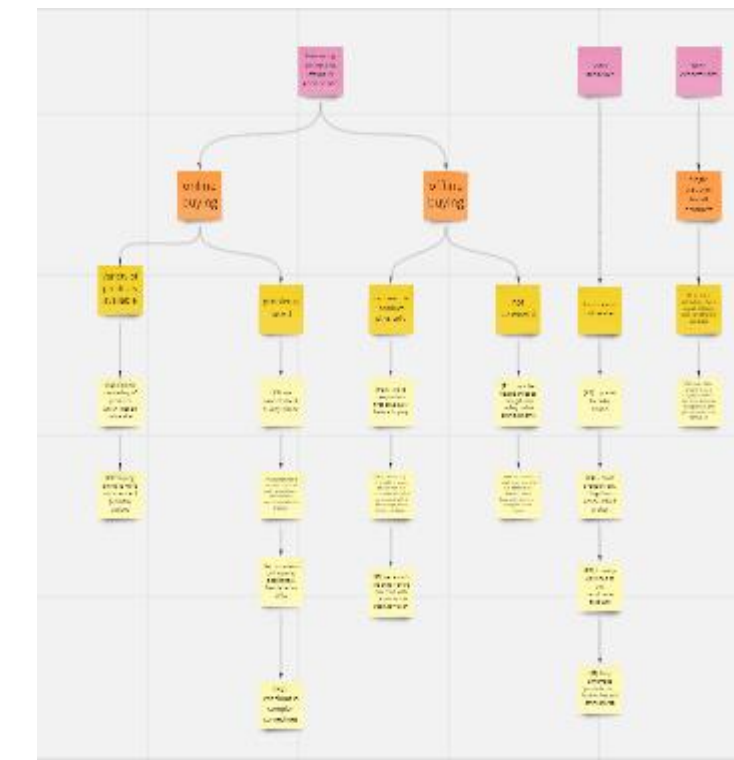
The main problem users were facing was that they have to search for multiple website for different type of products. From research I got to know that users are getting frustrated due to multiple websites and also they were confused with the products.

## Key findings:-

- Buyer needs single platform to buy all types of products
- Customized products are essential for buyer but along with that customer service and return policy is also important.



# DESIGN: CONCEPTS & SKETCHING



## Affinity Mapping

From my initial interviews, I made an affinity map in research synthesis process for better understanding.

## Feature ideation:

From affinity mapping , I divided my notes into different themes and opportunities.

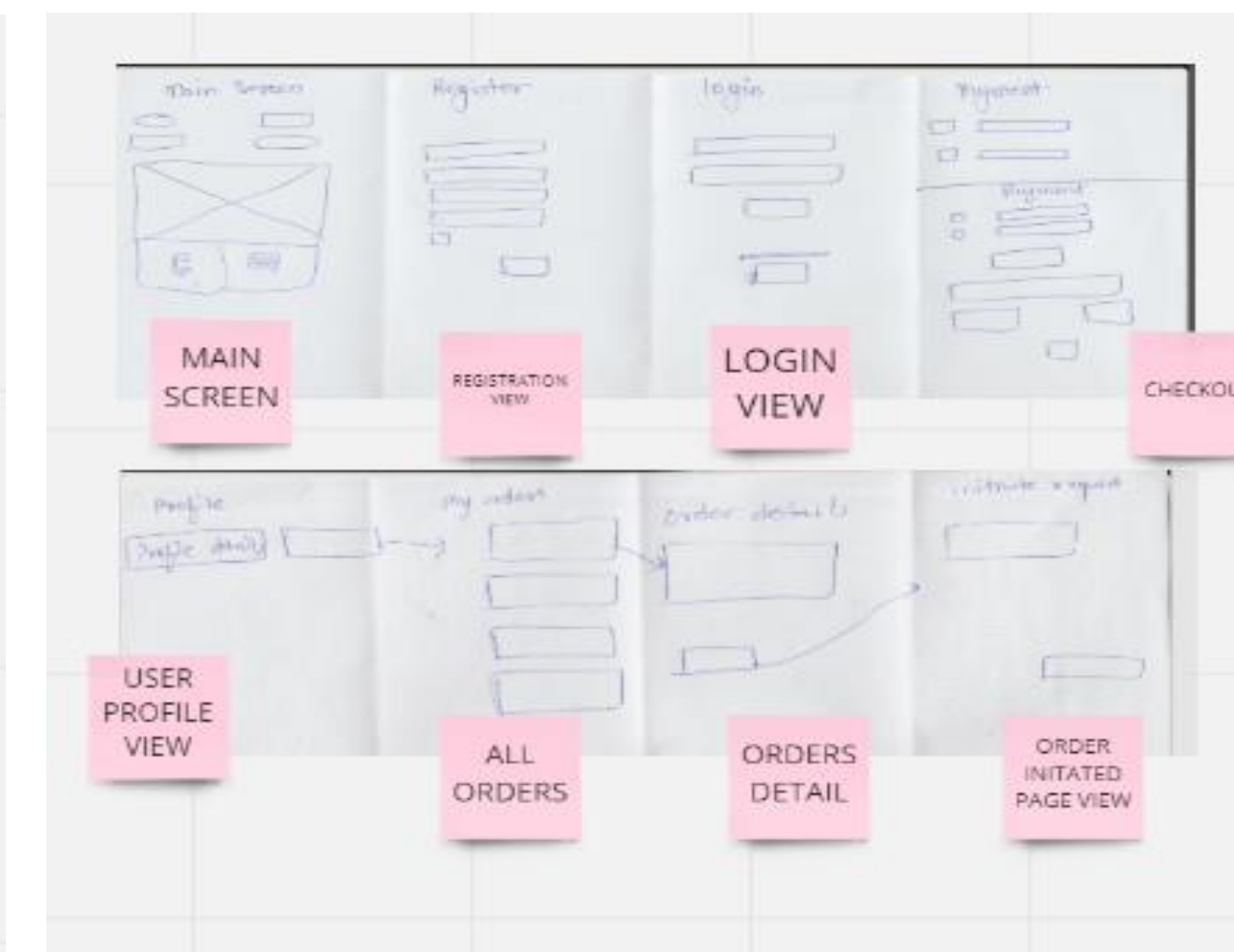
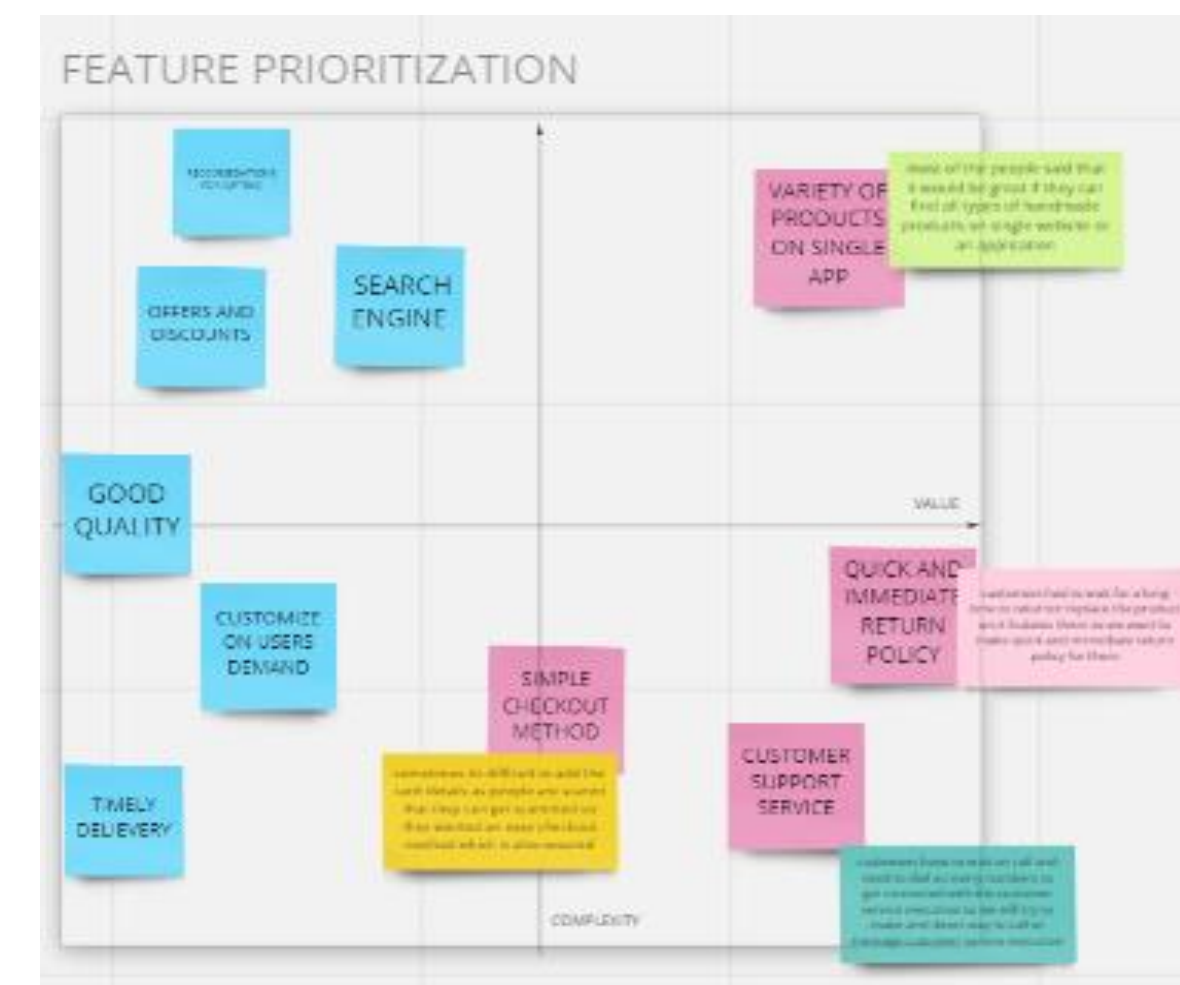
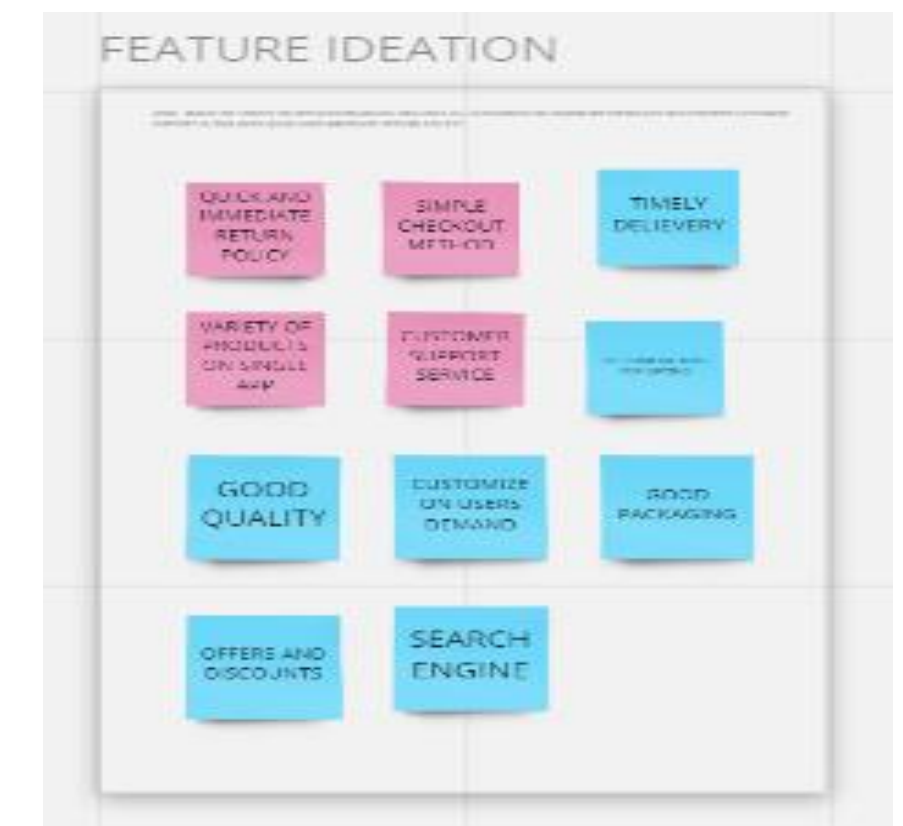
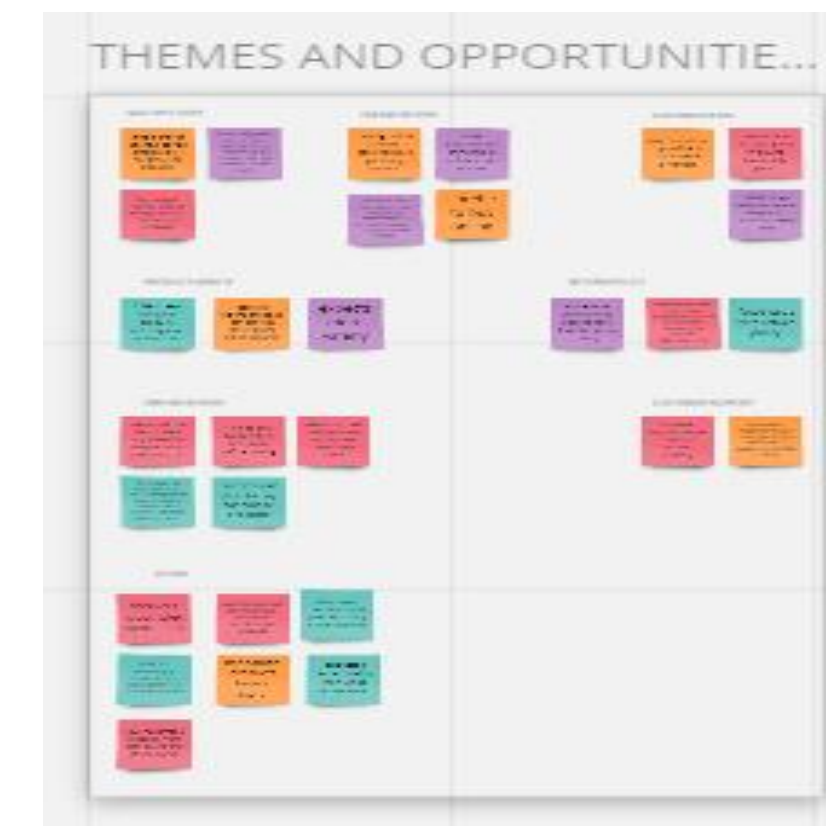
Dividing the notes helped me to select what features my app will focus on.

I used **Value vs. Complexity quadrant** to prioritize my features.

## Sketching:

Crazy 8s technique made it easy to make sketches of my product.

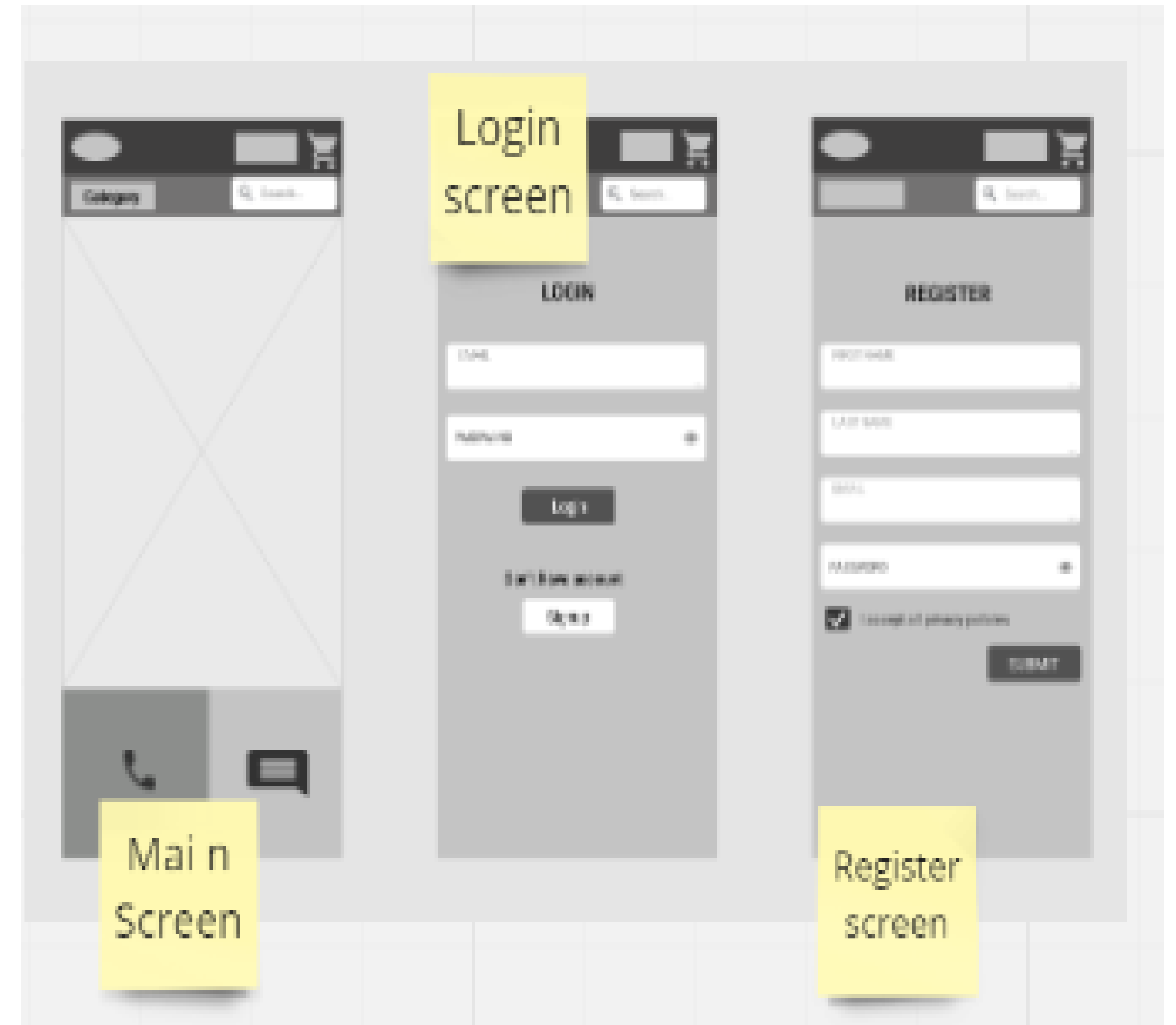
Miro Link:- [Clickhere](#)



# LOW- FIDELITY PROTOTYPE

From rough sketches I made lo-fi prototype of an app using Figma.

Figma Link:- [Clickhere](#)



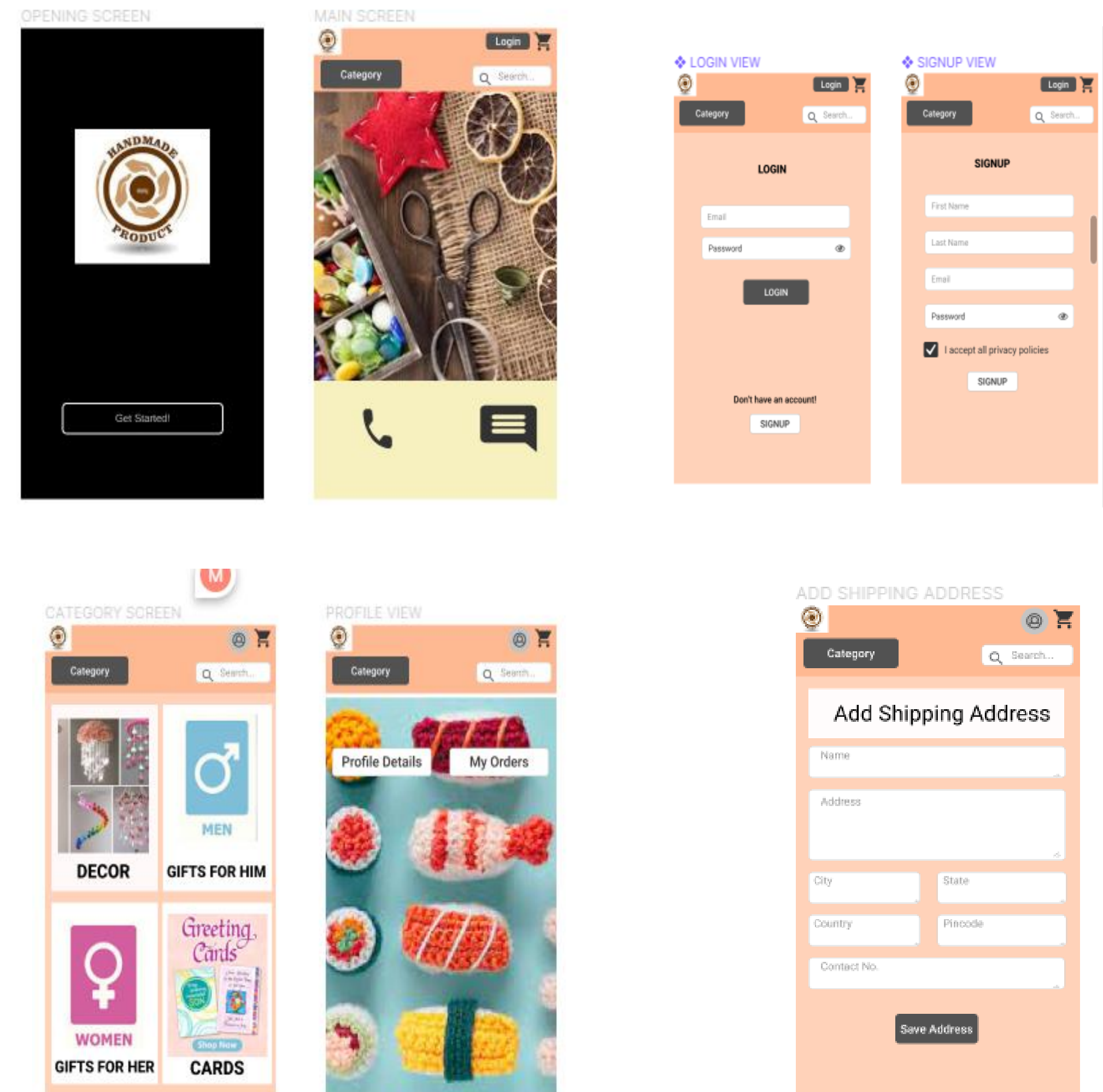
# DEVELOP: PROTOTYPING

High-Fidelity prototype was made once the testing of lo-fi prototype was completed using Figma.

i took reference from Mobbin for designing app screens.

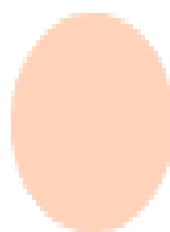
I decided the design by the Etsy app reference but colour coordination was done by checking through WebAim website.

Figma Link: [Click here](#)

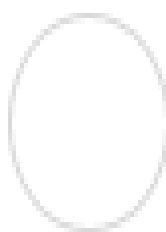




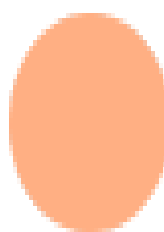
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Light peach  
#FFD2B9  
255, 210, 185



White  
#FFFFFF  
255, 255, 255



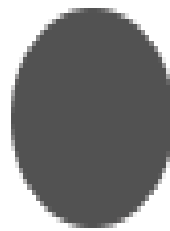
Peach  
#FFAF83  
255, 175, 131



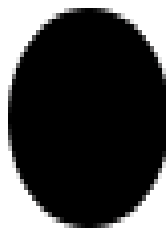
Muted green  
#60A75A  
96, 167, 90



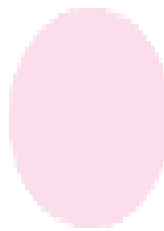
Pine  
#396737  
57, 103, 55



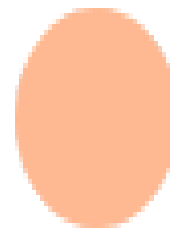
Greyish brown  
#525252  
82, 82, 82



Black  
#000000  
0, 0, 0



Very light purple  
#FCDDEC  
252, 221, 236



Pale salmon  
#FFB992  
255, 185, 146

Text style catalog

Text Style 4

Roboto, Regular, 28sp

Text Style 2

Roboto, Extrabold, 26sp  
Center

Text Style

Roboto, Regular, 26sp

Text Style 3

Roboto, Extrabold, 22sp  
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Text Style 10

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Text Style 6

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Text Style 9

Roboto, Medium, 15sp  
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Text Style 7

Roboto, Regular, 14sp

# TEST: VALIDATION, USABILITY, FEEDBACK

I tested my prototype using self-test in Lookback along with 5 participants. Few participants were able to go through the app till final order placement but 2 of them faced minor issues with profile and category component.



## DESIGN: ITERATION

Some insights I gained while interviewing was that the profile icon is too small to access. So while iterating I increased the size of the icon and solved the issue.



# SOLUTION & IMPACT OVERVIEW

I successfully made an hi-fi clickable prototype . As I see my work, I can definitely say that I learned a lot like designing and using different platform to build prototype like Figma, Miro also got to know about multiple websites like Lookback for product testing. From the feedback I got from testing the product it helped me to know what exactly user needs.



## ABOUT ME

Hi, I'm Mitali Kolambe. I am currently living in Dubai and I am a part of the Udacity's UX Design Nanodegree program. I got opportunity to learn about Zeplin, Lookback, Miro, Figma.

I learnt to do research, interacting with users, making low and high fidelity prototype these things will help me to work in ease while doing actual projects.

I am an energetic, confident and result oriented individual. As I am a fresher I'm seeking job opportunities to use the skills learnt from Nanodegree program.

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