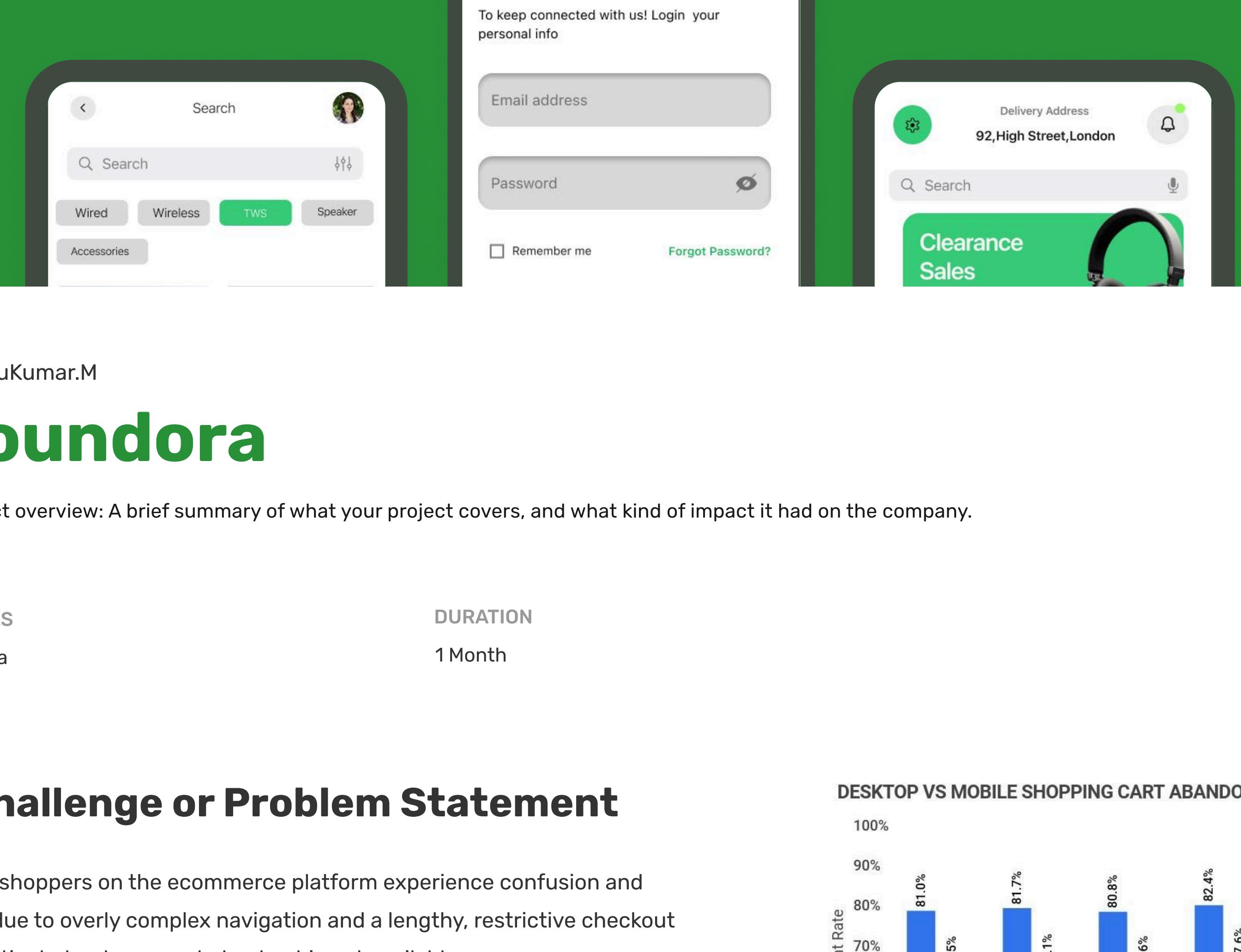


# Case Study



MuthuKumar.M

## Soundara

Project overview: A brief summary of what your project covers, and what kind of impact it had on the company.

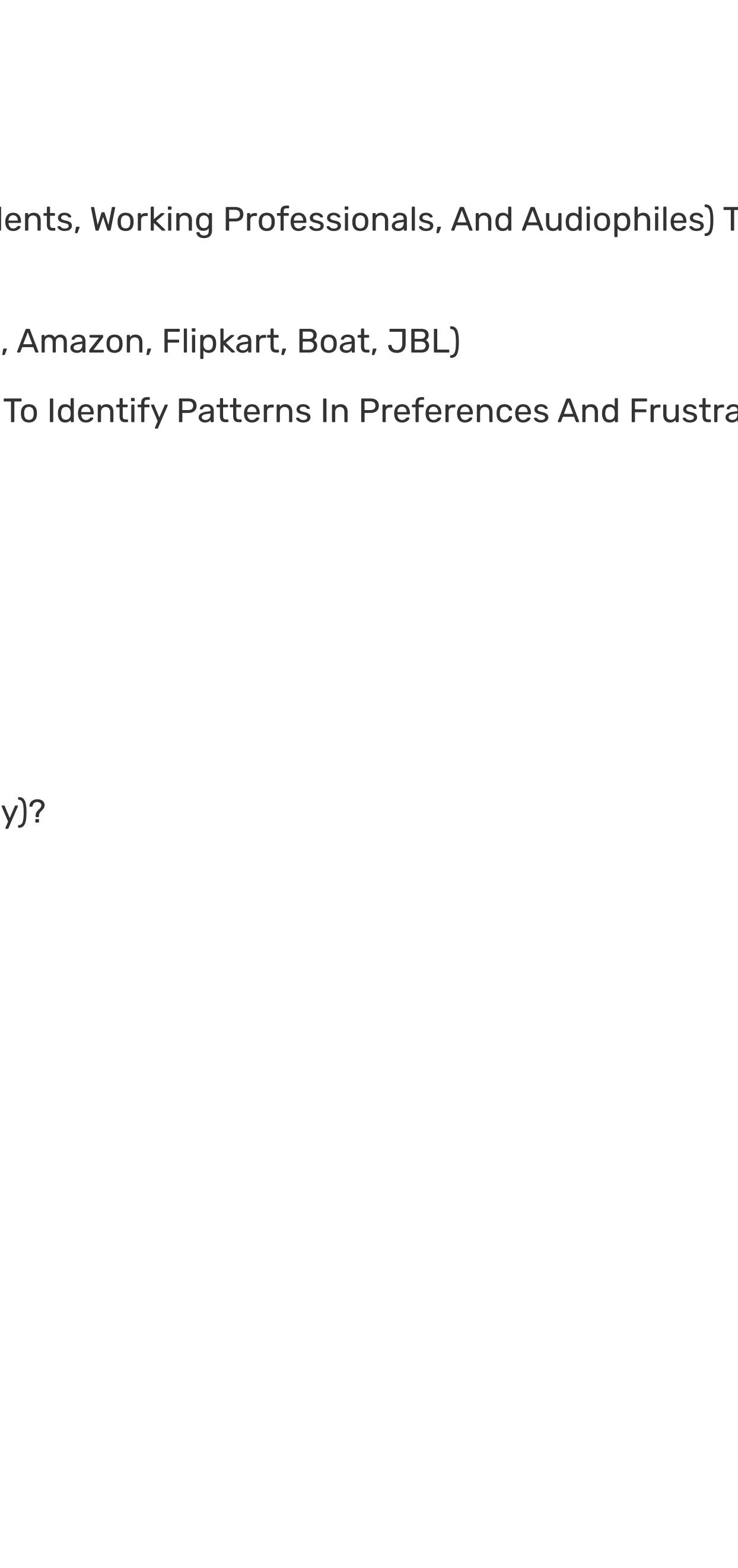
TOOLS  
Figma

DURATION  
1 Month

### The Challenge or Problem Statement

Headphone shoppers on the ecommerce platform experience confusion and frustration due to overly complex navigation and a lengthy, restrictive checkout process, particularly when guest checkout is not available..

Shoppers looking for headphones on our ecommerce application are experiencing high frustration and drop-off rates due to complex site navigation, lack of mobile optimization, and the absence of a guest checkout option, which collectively make it difficult and time-consuming to find, compare, and purchase products



### Goals

- Goal 1 - Increase user satisfaction
- Goal 2 - Simplify the User Journey
- Goal 3 - Enhance Product Discovery

### Research & Analysis

#### Objective of Research

- How Users Currently Shop For Headphones Online
- What Pain Points They Face During Product Discovery And Purchase
- What Features They Expect In A Headphone Shopping App
- How Competitors Handle Navigation, Product Display, And Checkout

#### Research Methods

- User Interviews** - Conducted Short Interviews With 10 Users (College Students, Working Professionals, And Audiophiles) To Know Their Buying Behavior
- Competitor Analysis** - Analyzed Top Headphone Shopping Platforms (E.G., Amazon, Flipkart, Boat, JBL)
- Online Surveys** - Collected Responses From Users Through Google Forms To Identify Patterns In Preferences And Frustrations.

### User Interview Insights

#### Key Questions Asked:

- How Do You Currently Shop For Headphones?
- What Features Are Most Important To You (Price, Design, Brand, Sound Quality)?
- What Frustrates You Most About Existing Apps?
- How Do You Decide Which Product To Buy?

### Insights from User Research

#### User Needs

- Simple Navigation With Smart Filters
- Comparison Feature To Evaluate Multiple Headphones
- Verified Reviews And Authentic Product Details
- One-Click Checkout With Clear Pricing
- Modern And Responsive Design

#### User Persona

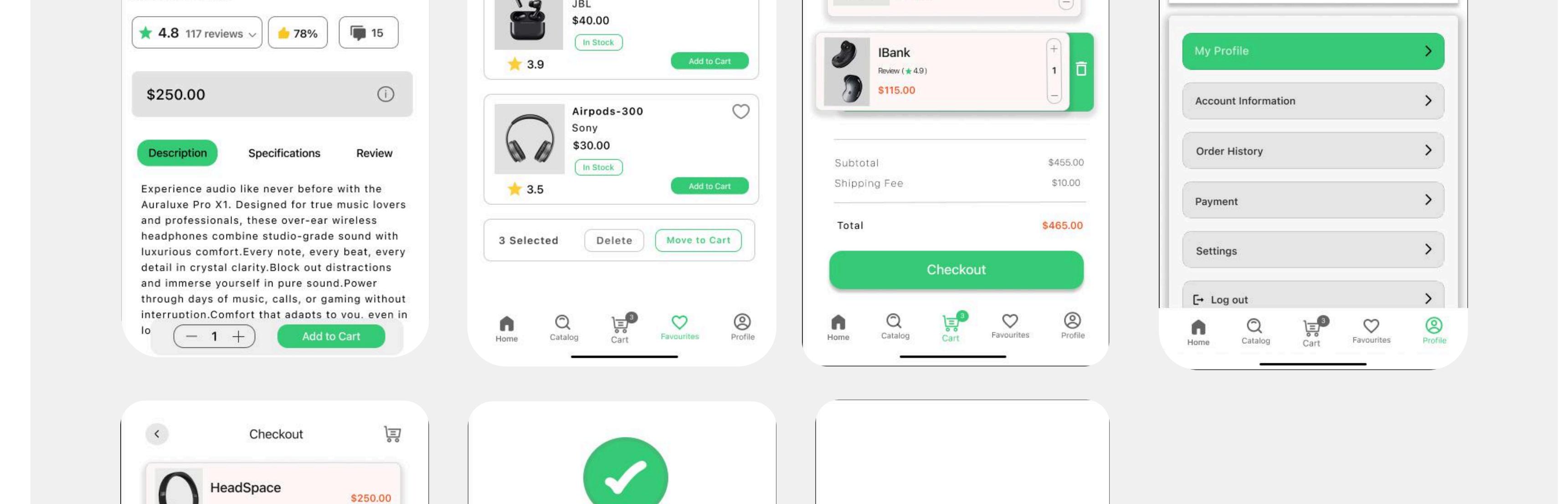
**Goals**

- To Find High-Quality Headphones Within His Budget
- To Quickly Compare Multiple Models And Understand Differences
- To Read Authentic Reviews Before Purchasing
- To Enjoy A Simple, Trustworthy Shopping Experience
- To Complete The Purchase Without Hidden Charges Or Confusion

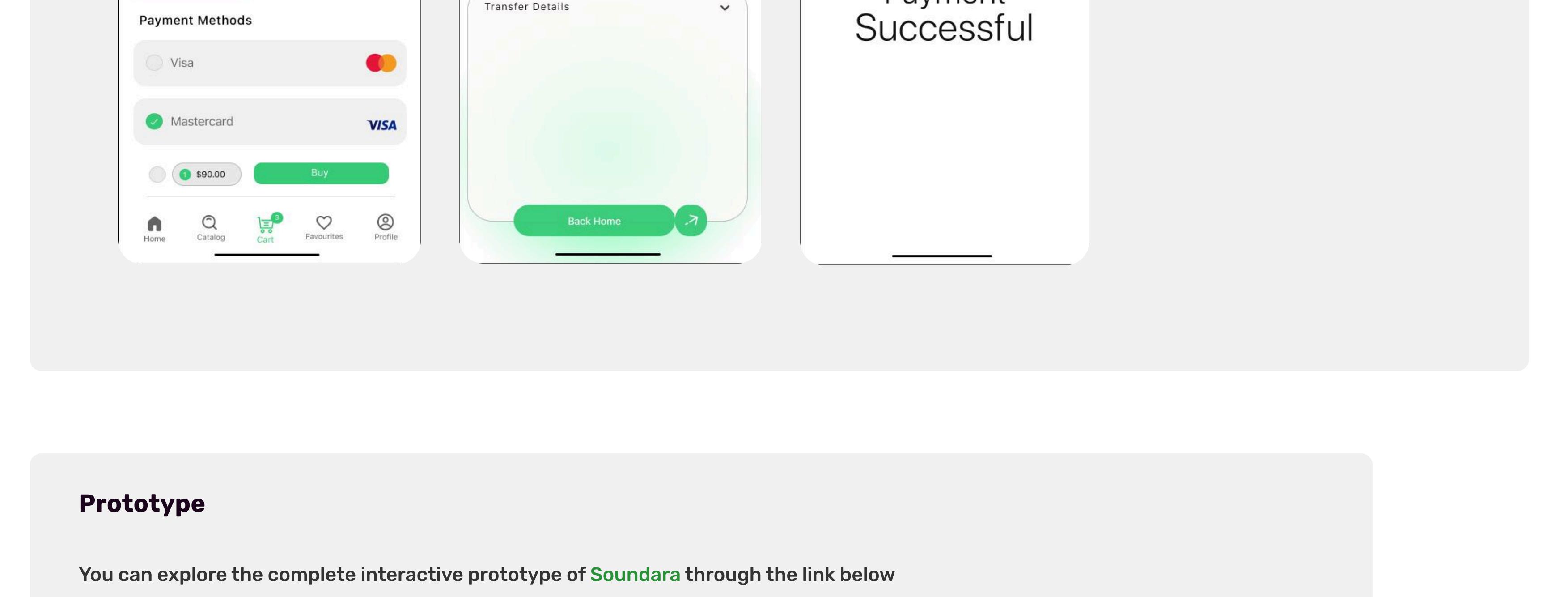
**Pain Points**

- Gets Confused By Too Many Options And Cluttered Product Pages
- Finds It Hard To Understand Technical Specs Like Drivers, Frequency Range
- Distrusts Fake Reviews And Misleading Ratings
- Experiences Frustration During Long Or Complex Checkout Processes
- Struggles To Find Headphones Based On Use-Case (E.G. Gaming, Travel, Gym)

### User Flow



### Concepts, Sketching, Wireframes



#### High Fidelity Designs

