



habitual
Find the stuff you'll love



Habitual is a fictitious online shopping app designed with the purpose of further exploring the world of UI / UX Design and learning more about the processes and best practices.

The app sends the user relevant items based off selected interests and habits. There is also the option of browsing trending items or flash deals. The user has the possibility to save the desired items or checkout right away.

A project with animations from the app can be found on my Behance profile [here](#).

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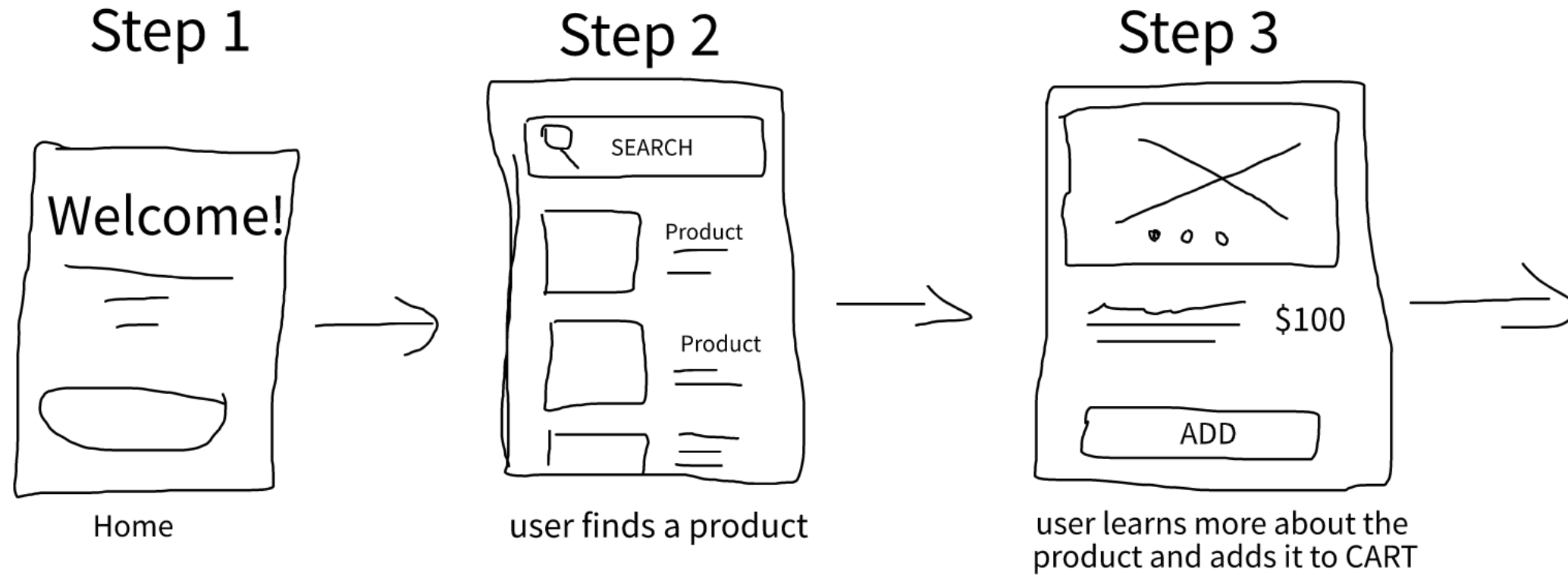
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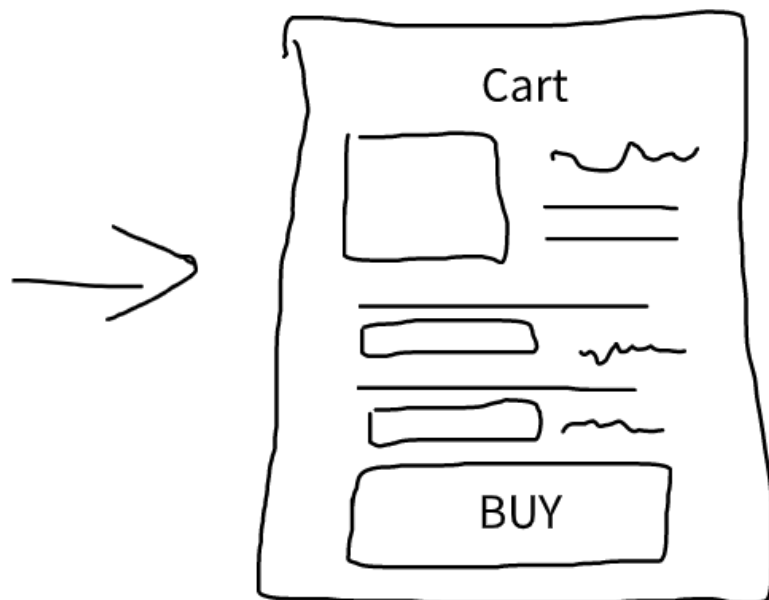
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Sketching

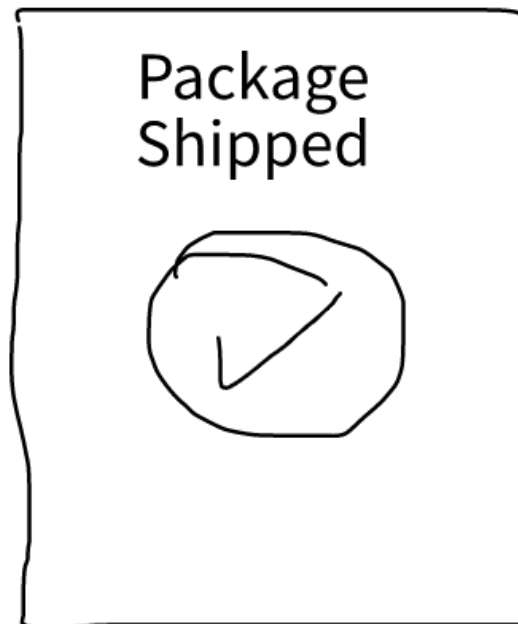


Step 4



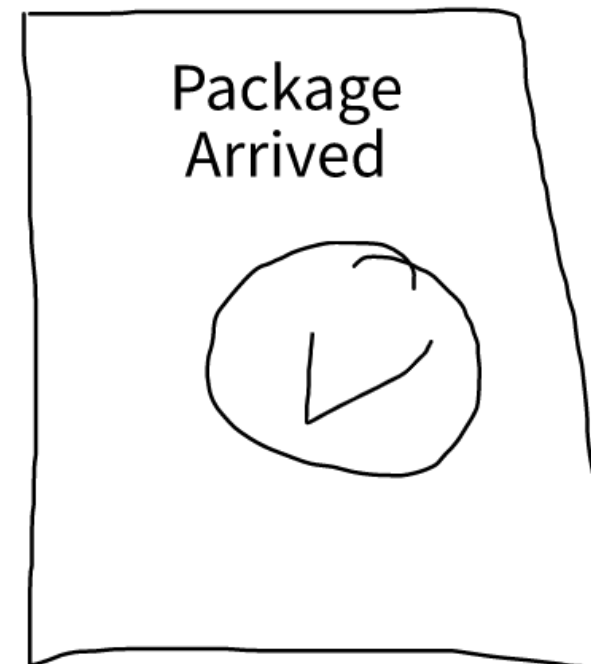
user confirms payment details and
makes the purchase

Step 5



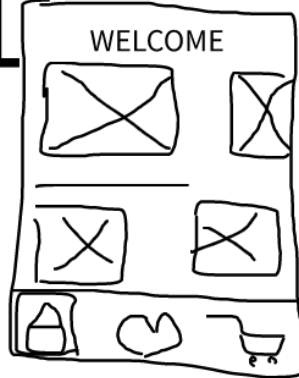
user order ships

Step 6

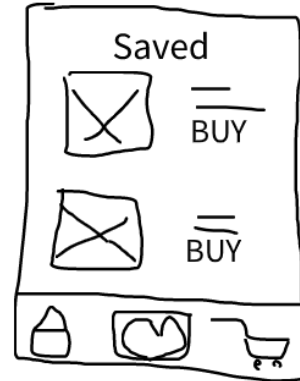


user order arrived

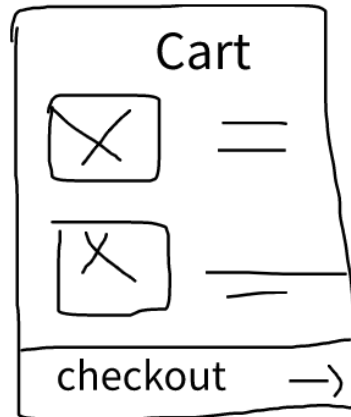
1 HOME



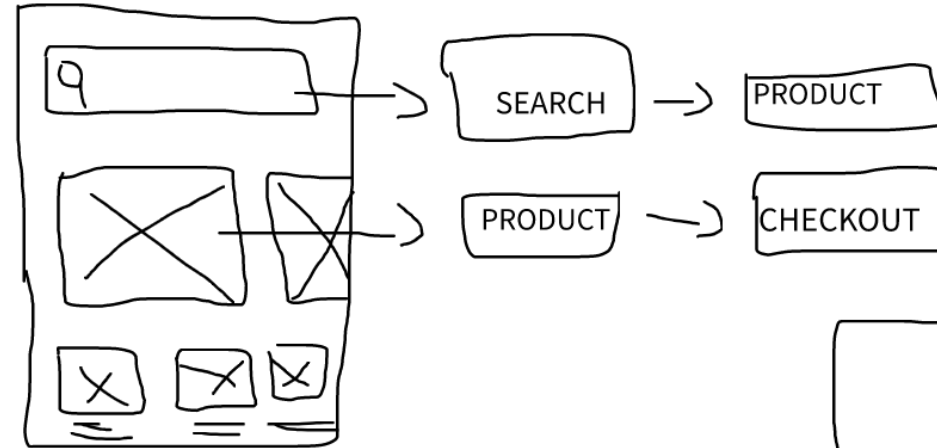
2 SAVED/WISHLIST



3 CART

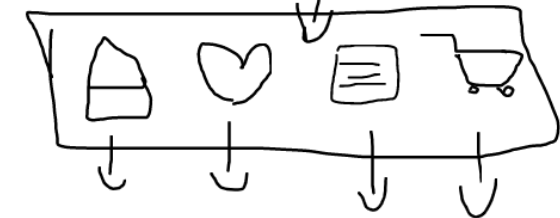
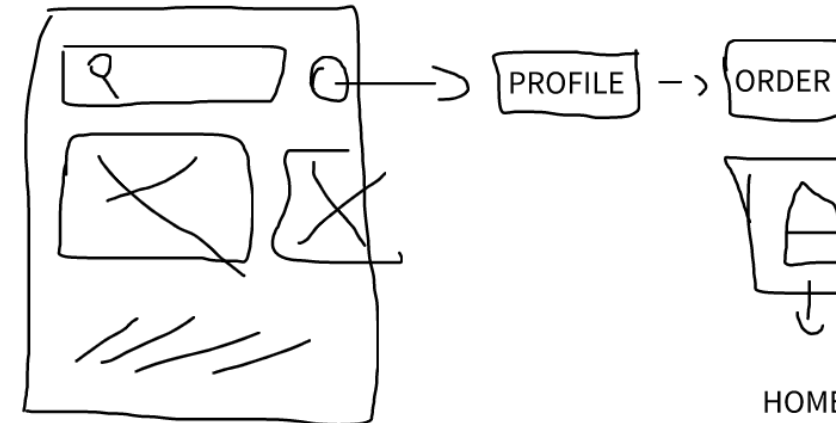


HOME

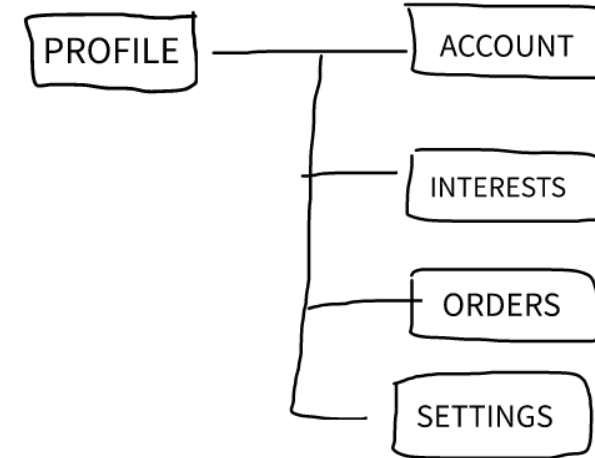
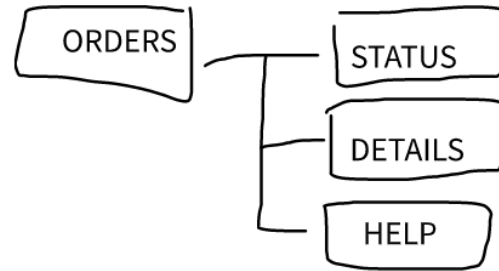
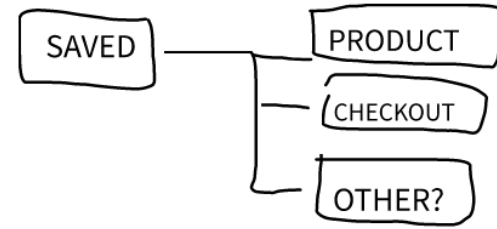
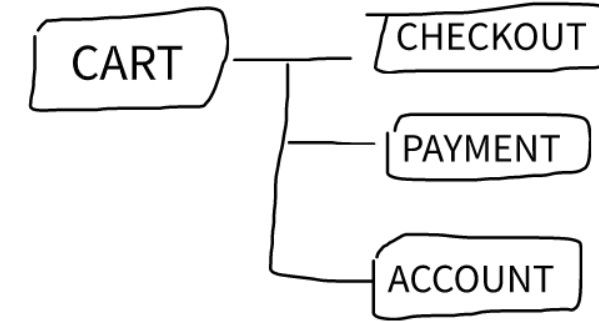
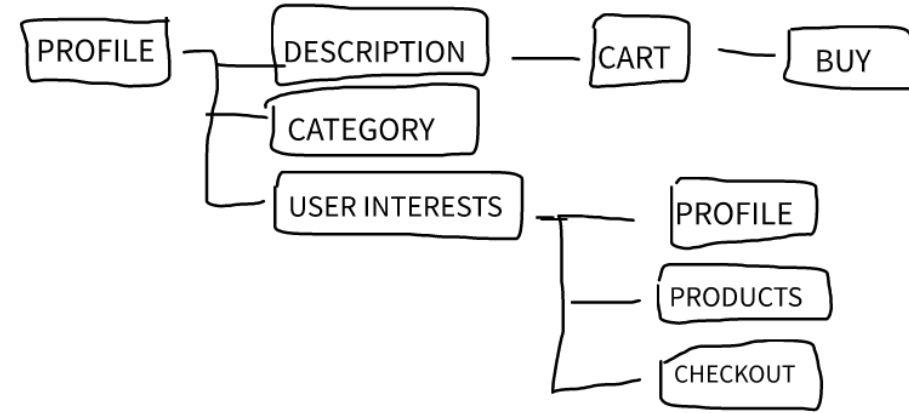


PUT SEARCH IN THE MIDDLE OF THE BAR?

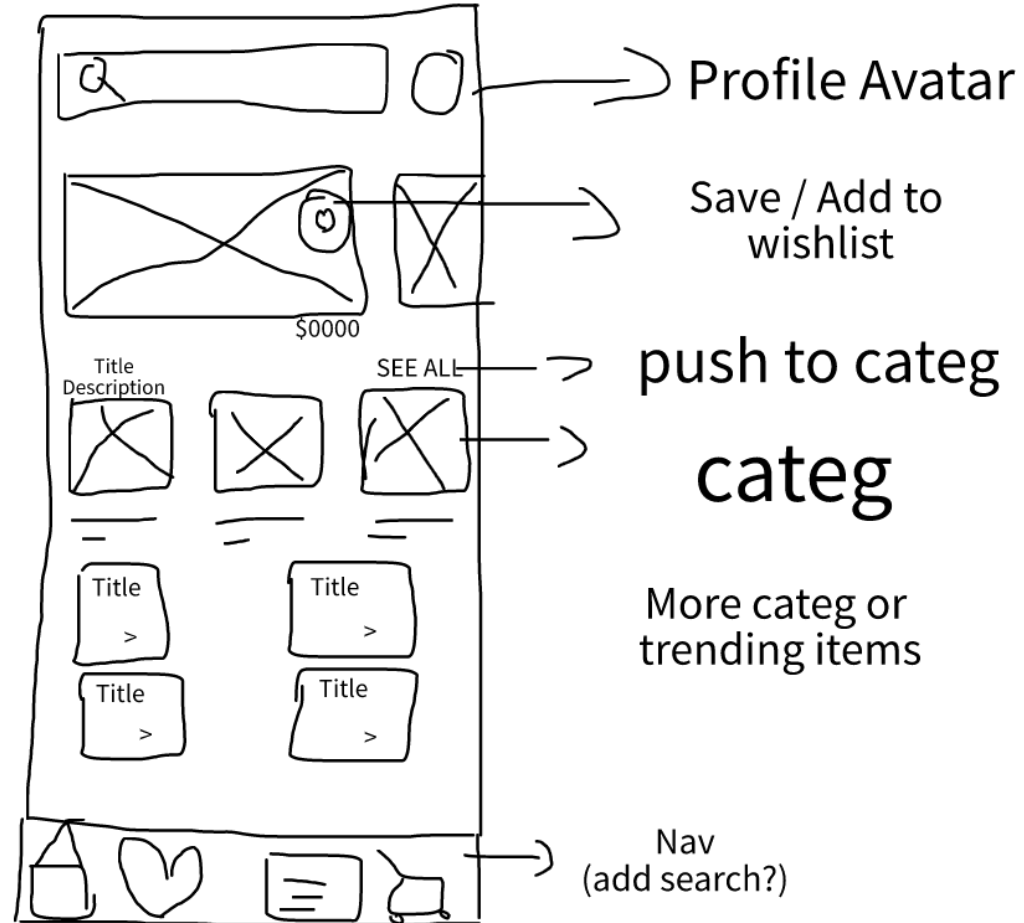
Orders?



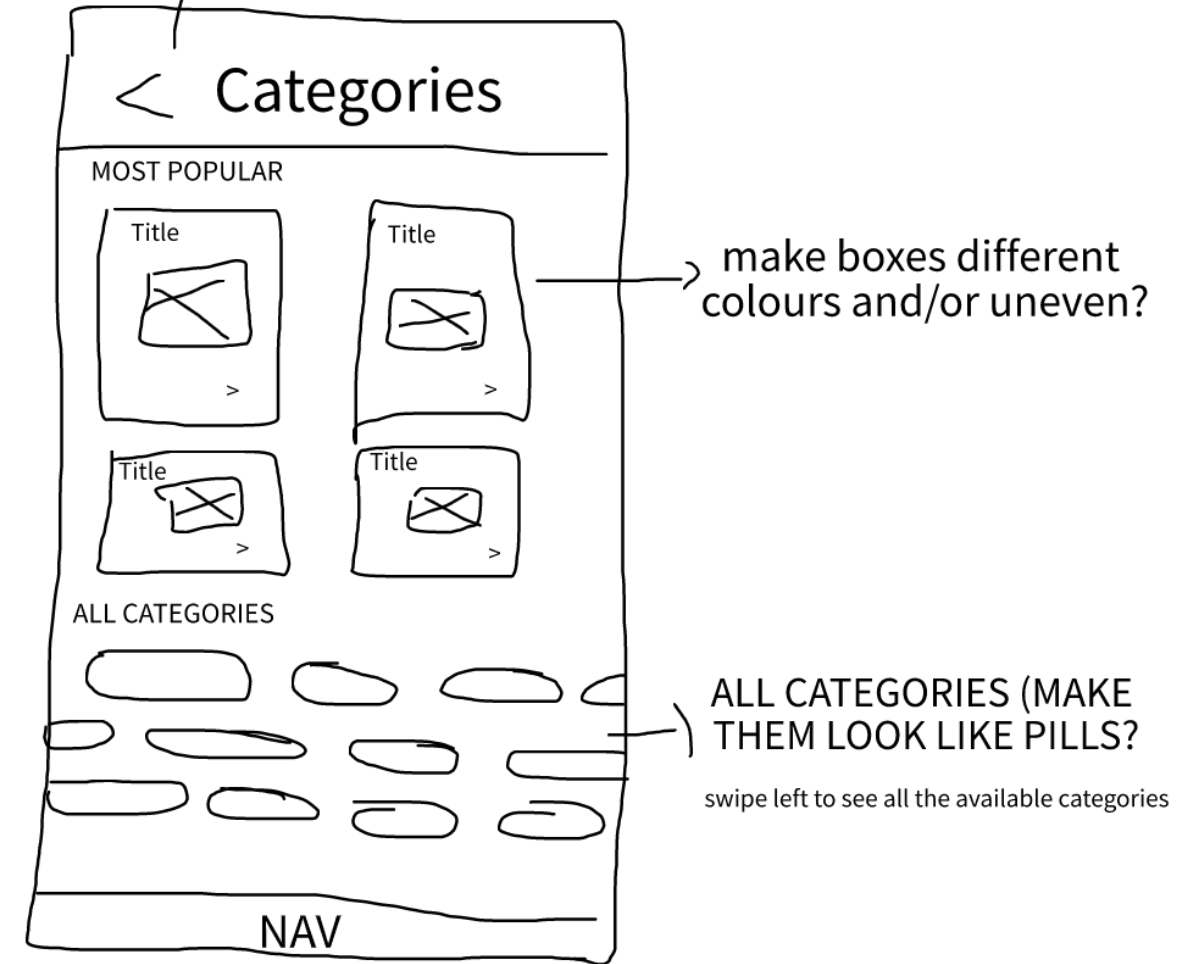
HOME SAVED ORDERS CART



Home



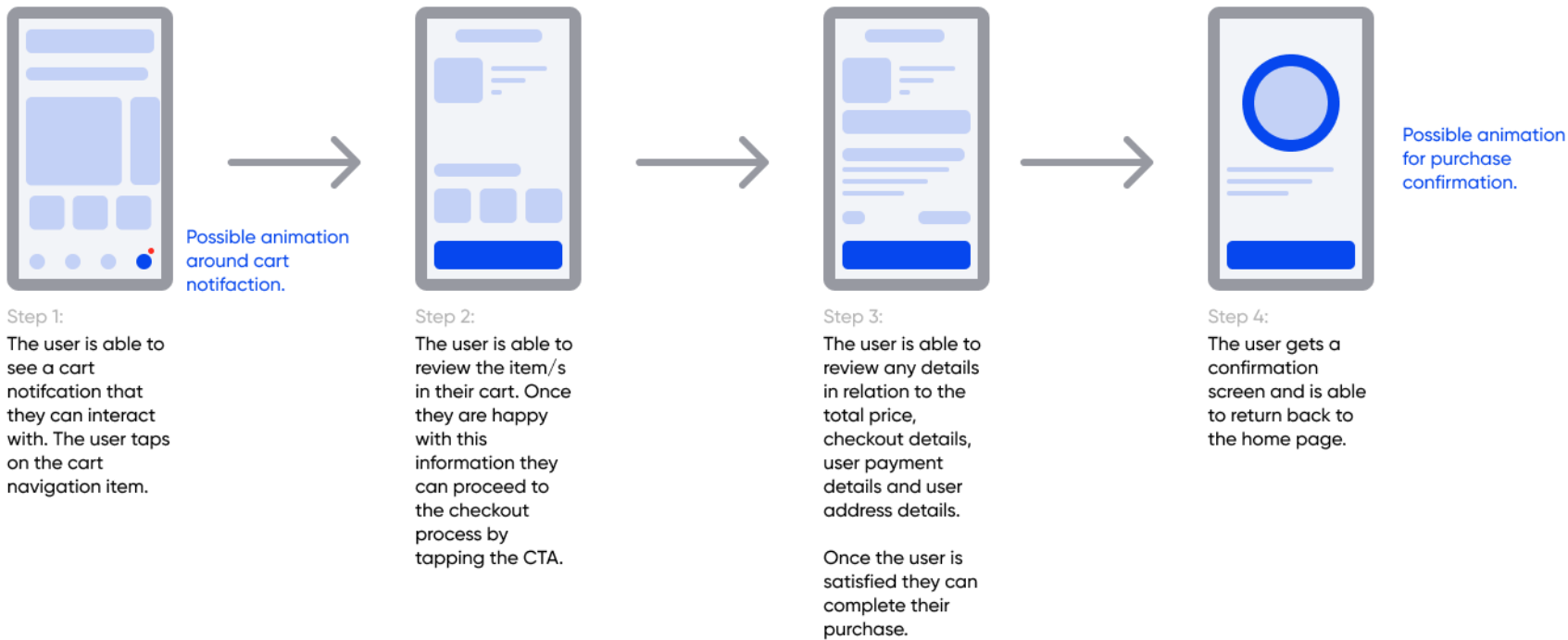
back button



User Flows

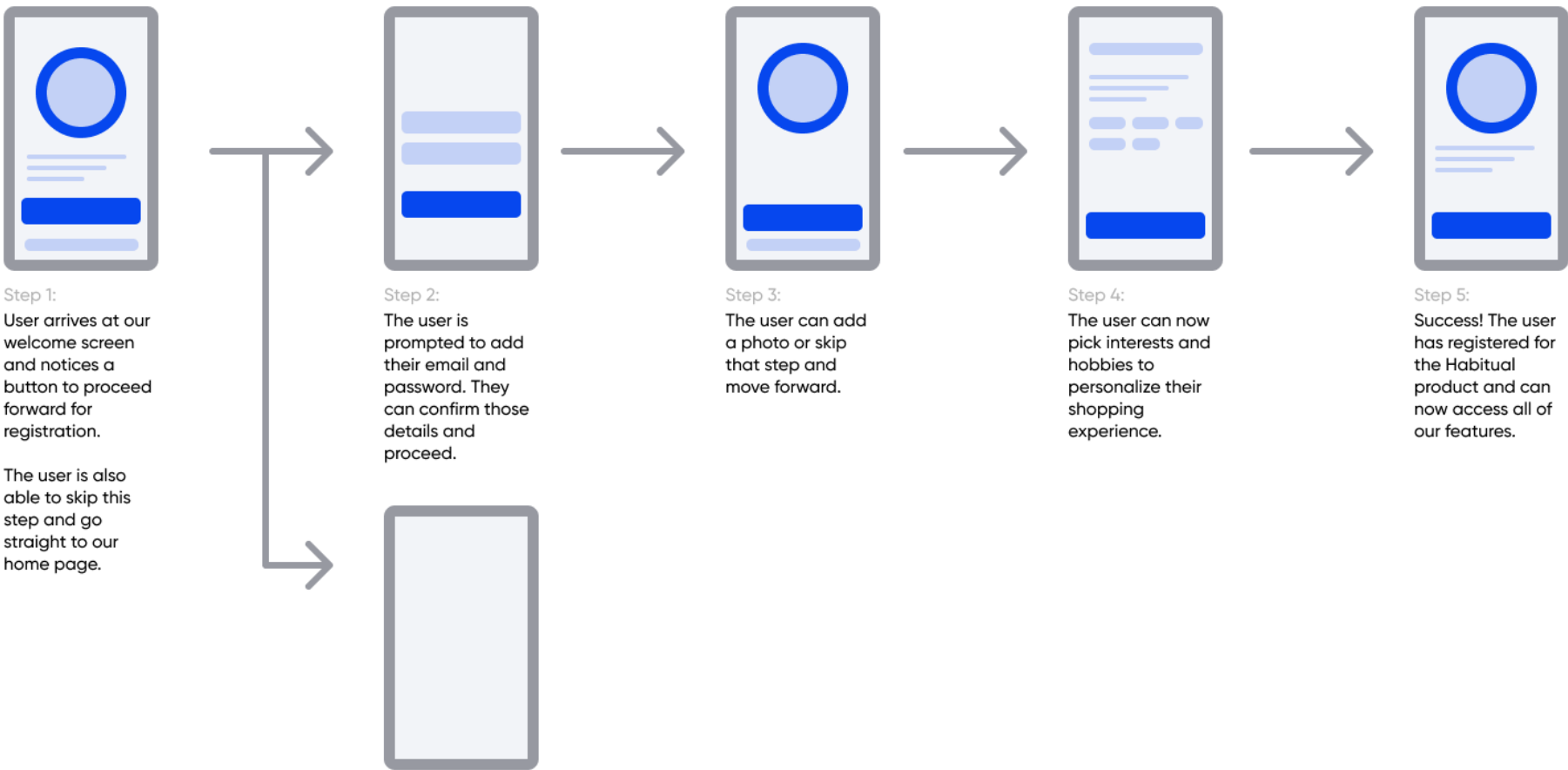
User Flow:

Making a purchase.



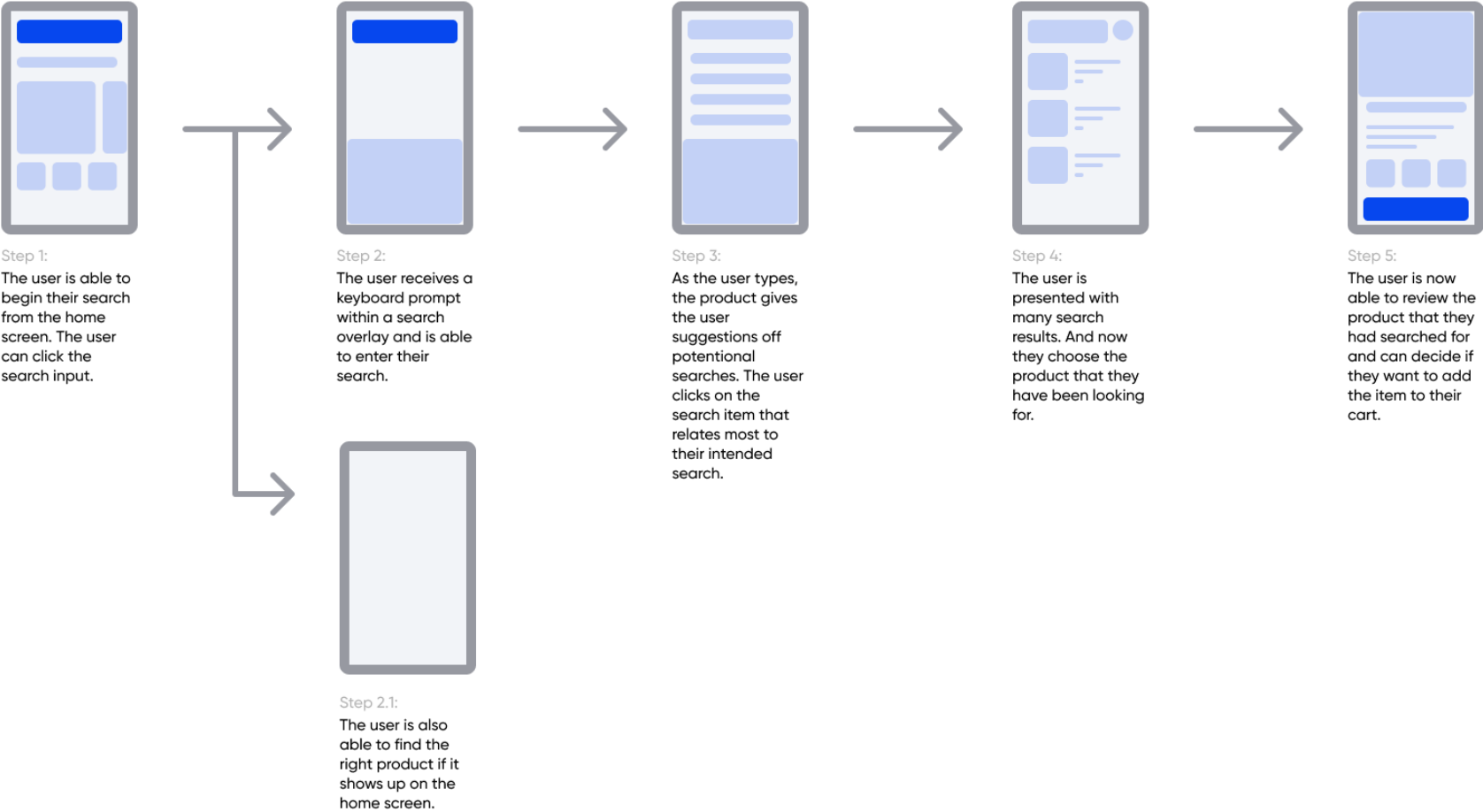
User Flow:

Register with our product.

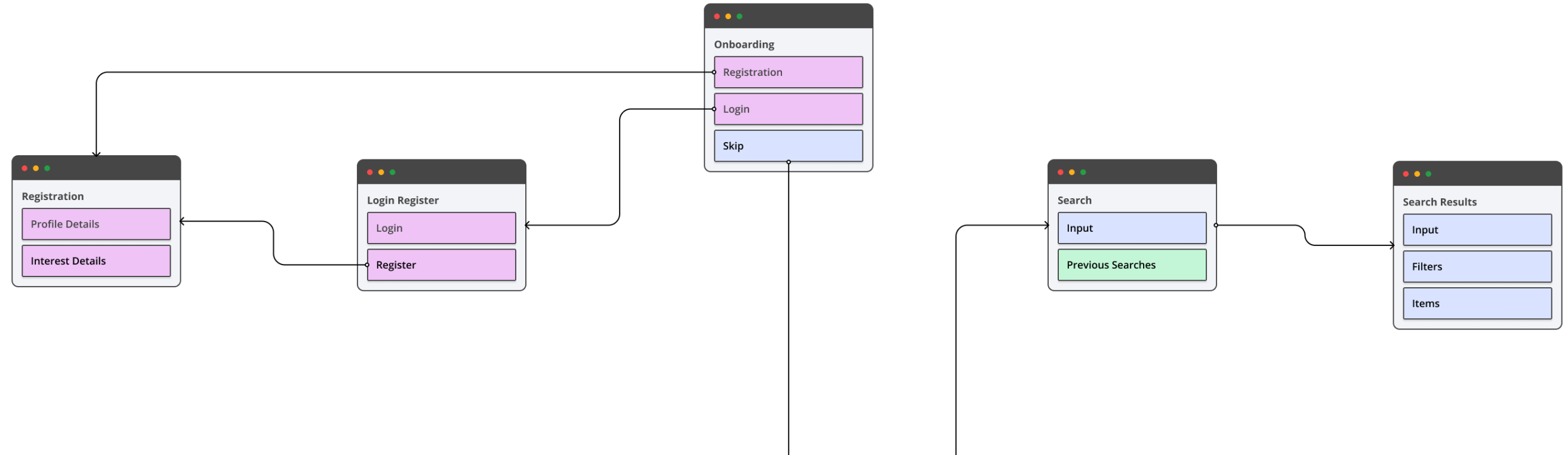


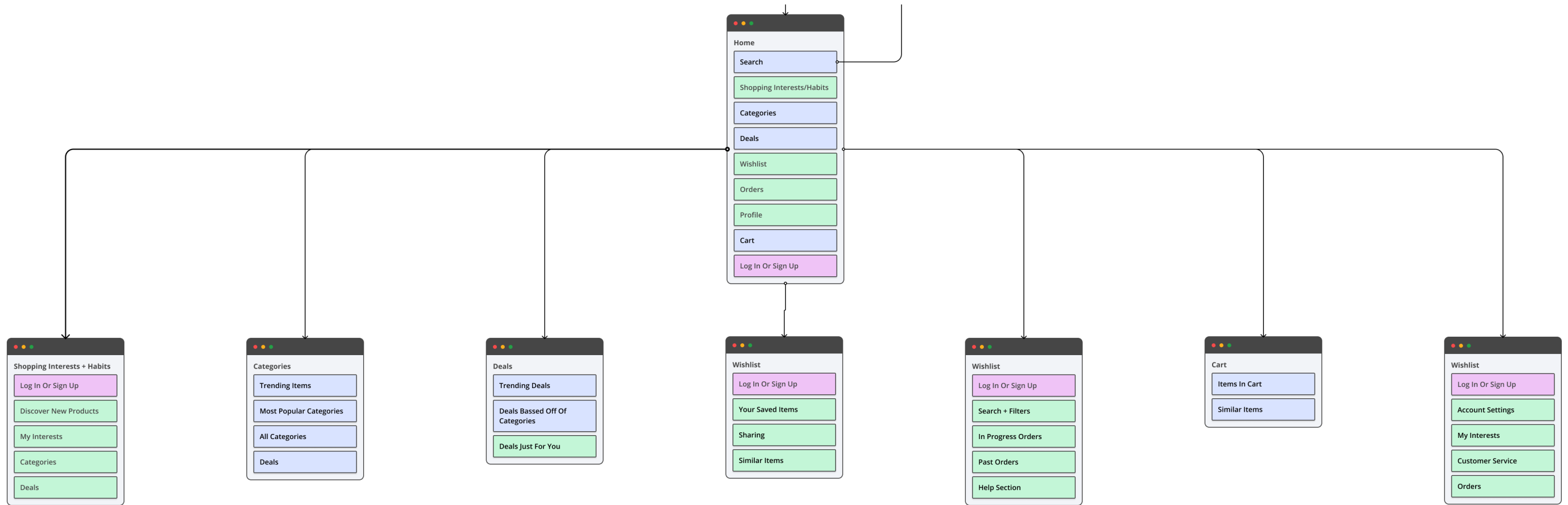
User Flow:

Finding the right product through search.

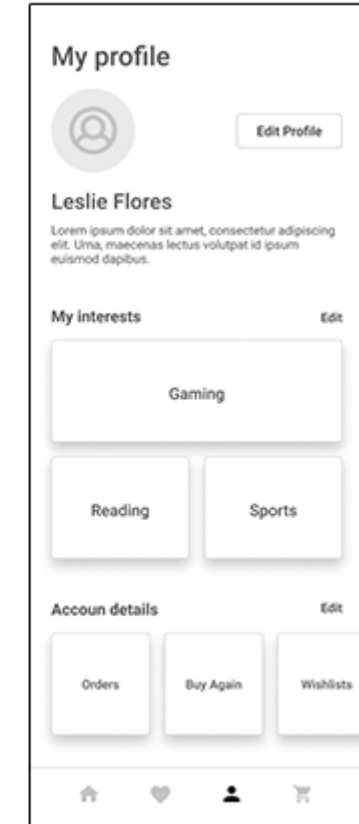
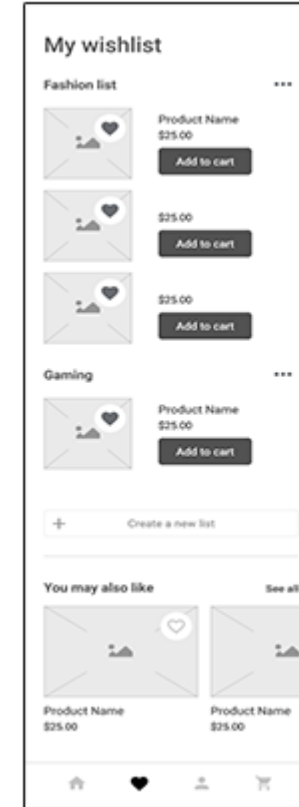
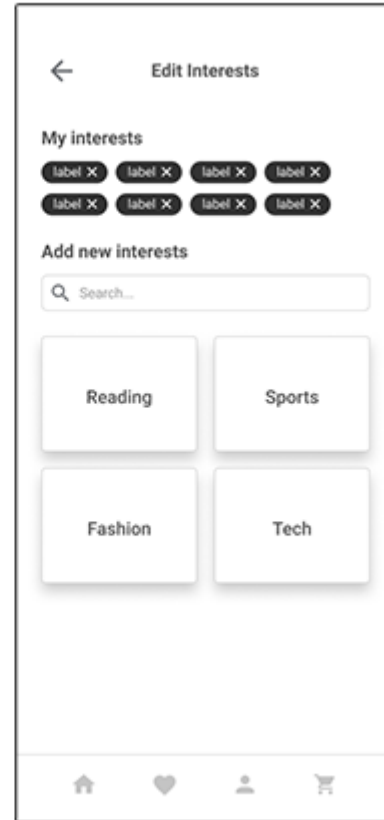
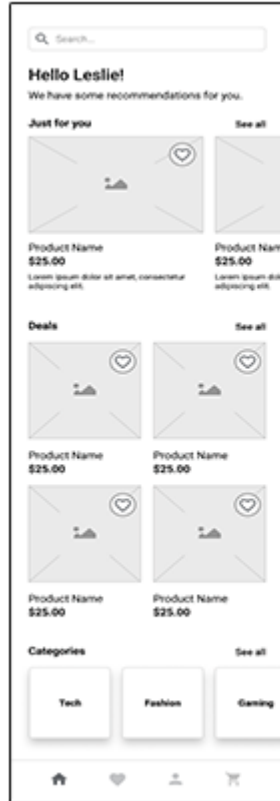


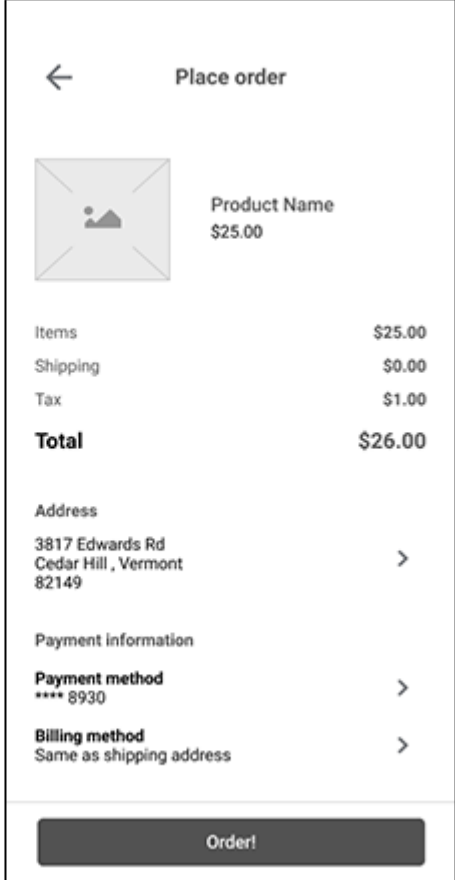
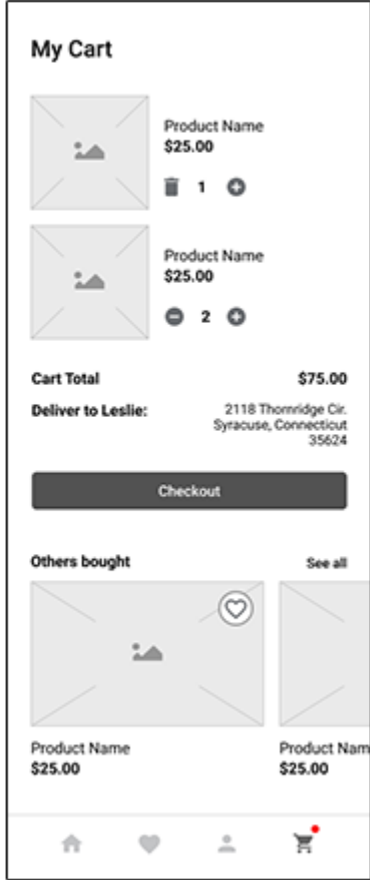
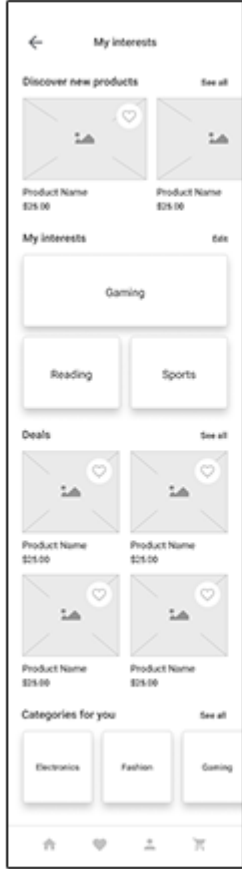
Sitemap

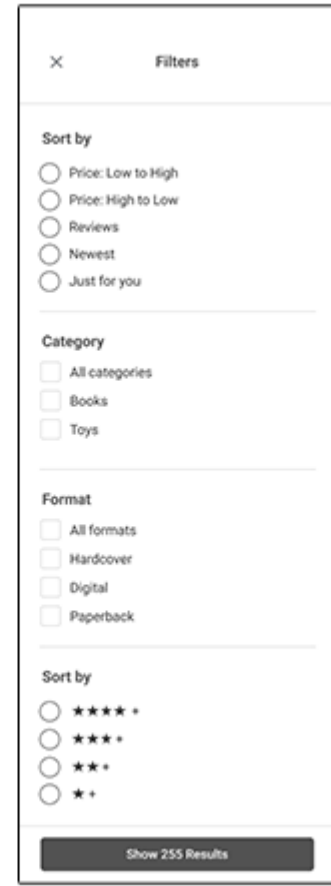
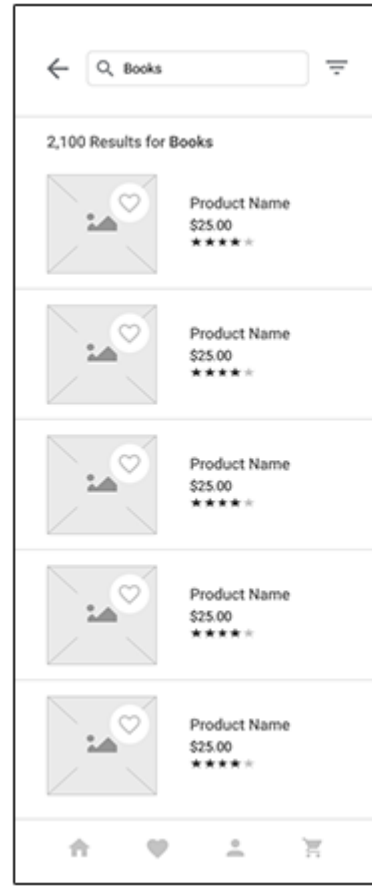
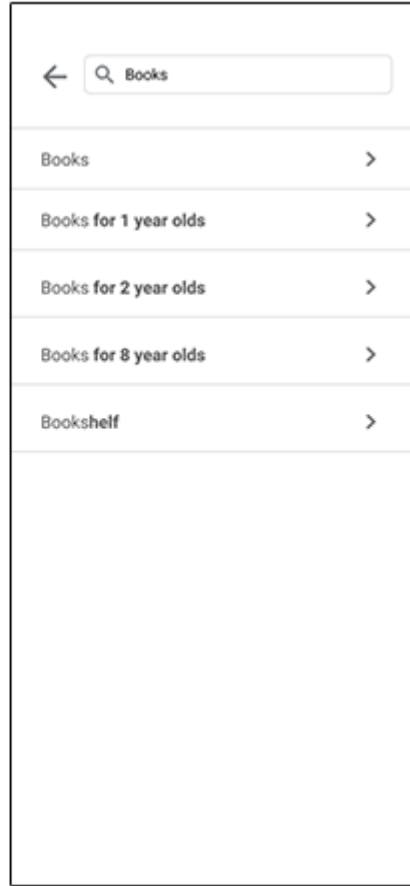


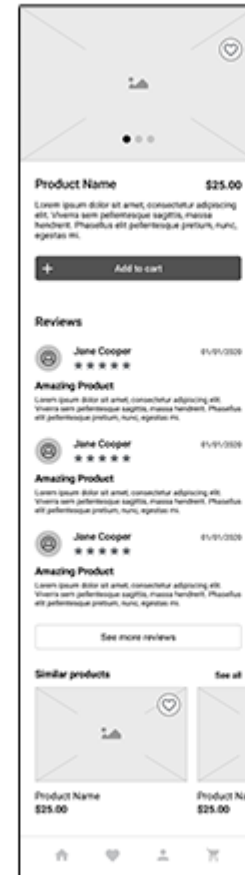
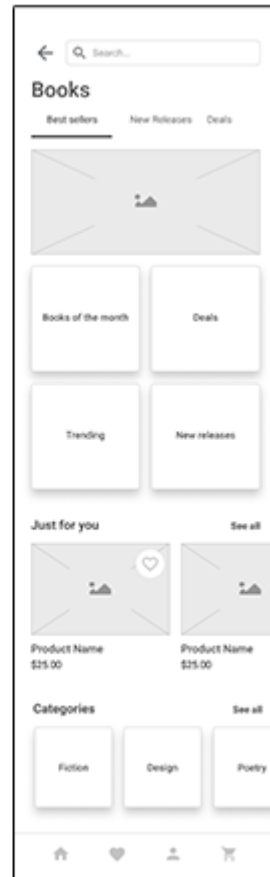


Wireframing

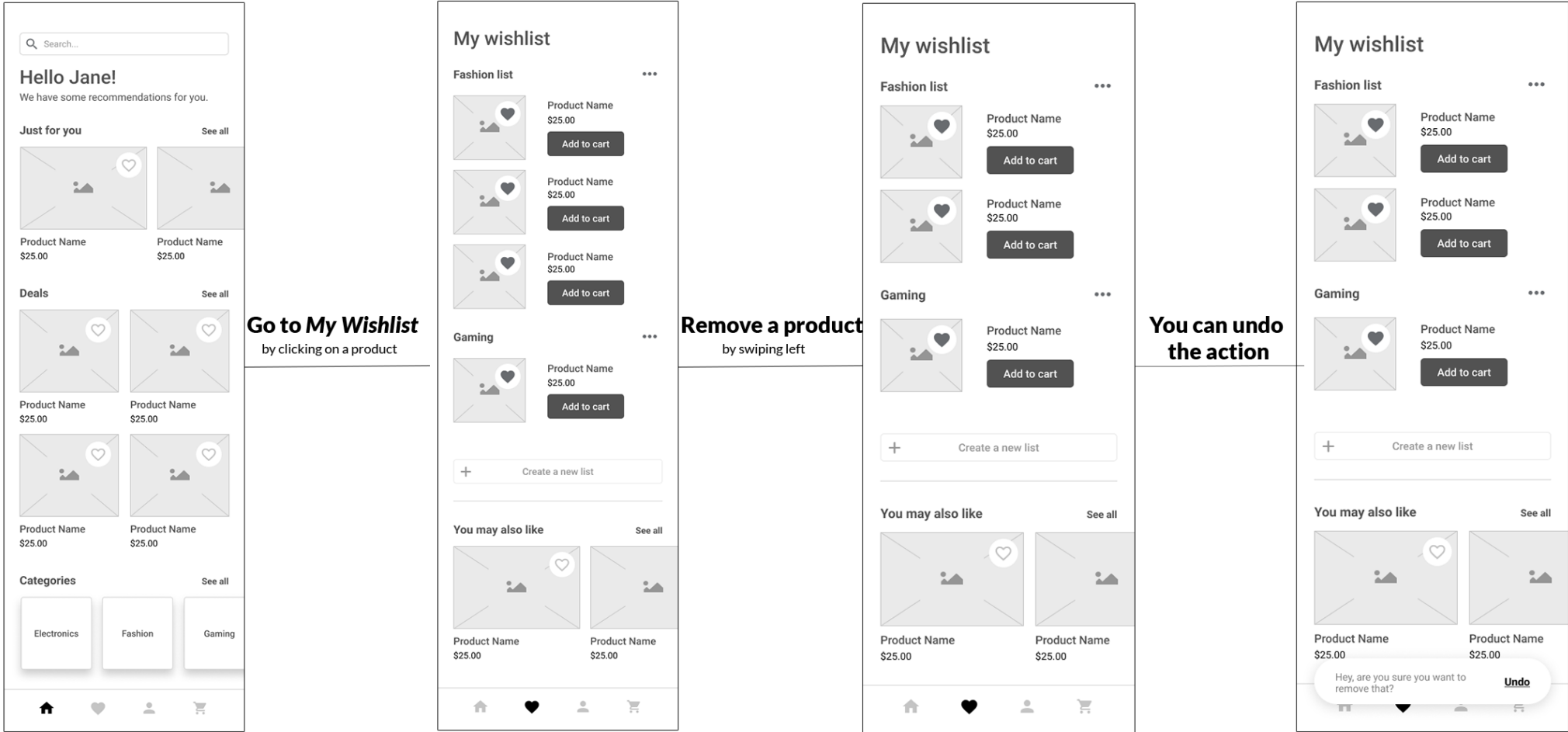


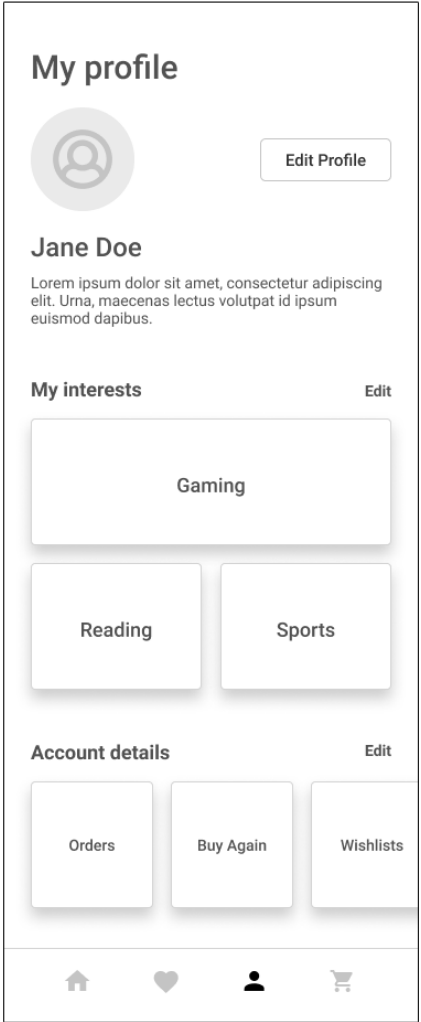




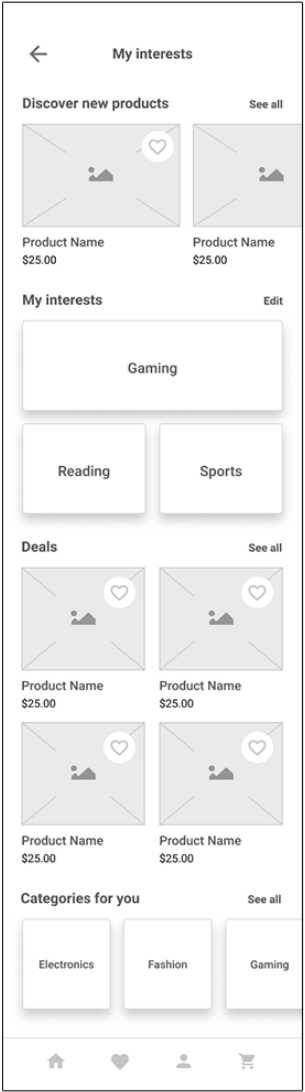


Prototyping

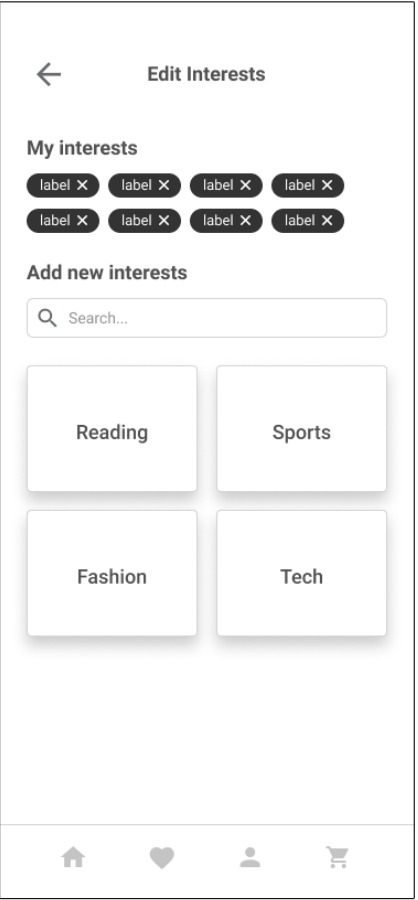




Go to *My interests*
by tapping *Edit*



Add / remove interests
by tapping *Edit*



My cart

Cart total:

\$75.00

Deliver to Leslie:

3817 Edwards Rd
Cedar Hill , Vermont
82149

Product Name
\$25.00

1

Product Name
\$50.00

2

Checkout

Others bought

See all

Product Name
\$25.00

Product Name
\$25.00

Click on *Checkout*
to place the order

Place order

Product Name
\$25.00

Items

\$25.00

Shipping

\$0.00

Tax

\$1.00

Total

\$26.00

Address

3817 Edwards Rd
Cedar Hill , Vermont
82149

Payment information

Payment method

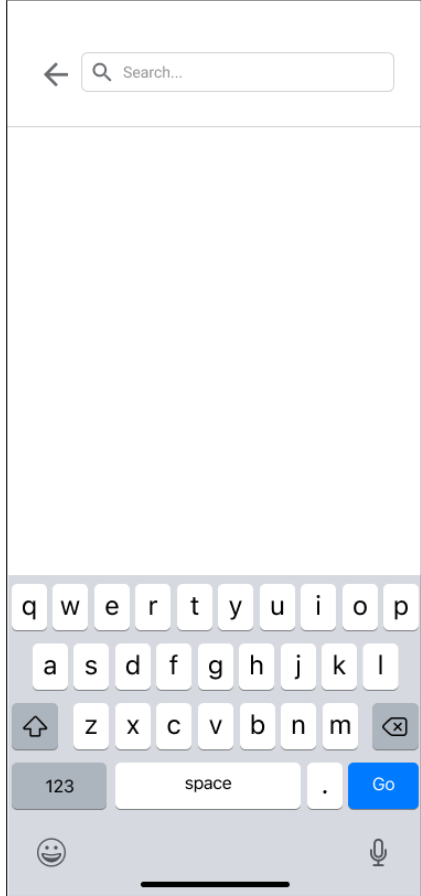
**** 8930

Billing method

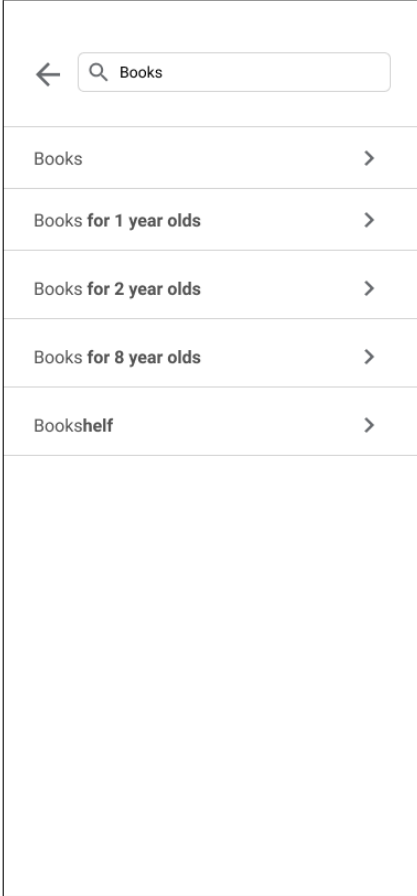
Same as shipping address

Order!

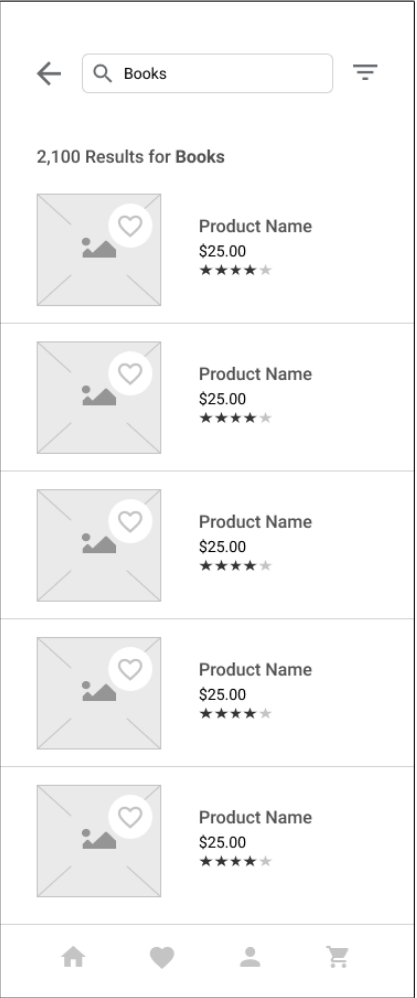
20



Type the product name
in the Search bar



Tap the product
and you will be shown the related products



Design System

| Logo Variations

Full Logo

Primary



Yellow



Gray



White



Icon

Yellow



Black



White



Wordmark

Yellow

habitual

Black

habitual

White

habitual

Colors

Primary



Yellow
#FFE202



Yellow 20
#FFF9CC

Accents



Red
#FE8668



Orange
#FDBC1F



Teal
#30D6B0

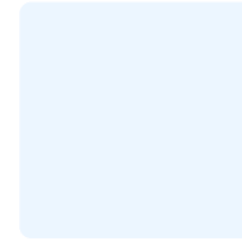


Indigo
#4269F2

Secondary



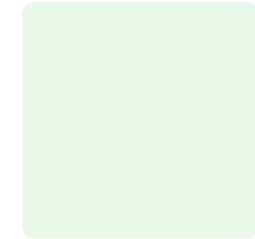
Blue
#5FA1D5



Blue 20
#ECF6FF

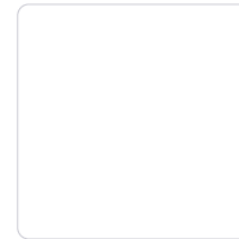


Green
#51B960

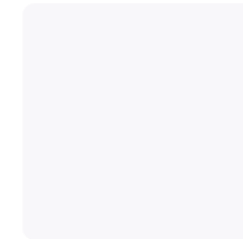


Green 20
#EAF8EC

Background

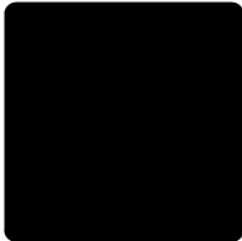


White
#FFFFFF



Gray 20
#F8F7FA

User Interface



Gray 100
#000000



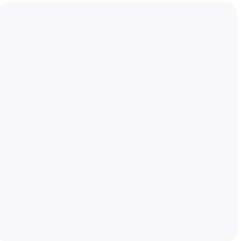
Gray 80
#3A3A3A



Gray 60
#A6A6AA



Gray 40
#CBCBD4

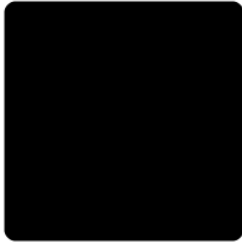


Gray 20
#F8F7FA



White
#FFFFFF

Text



Gray 100
#000000



Gray 80
#3A3A3A



Gray 60
#A6A6AA



Gray 40
#CBCBD4



White
#FFFFFF



Yellow
#FFE202



Blue
#5FA1D5



Green
#51B960



Red
#FE8668

Z

Headings

Style name	Font size	Line height	Font Weight	Sample
H1 / 40px 40px	40px	40px	Semi Bold	Find the stuff you'll love.
H2 / 32px 36px	32px	36px	Semi Bold	Find the stuff you'll love.
H3 / 28px 32px	28px	32px	Semi Bold	Find the stuff you'll love.
H4 / 20px 24px	20px	24px	Semi Bold	Find the stuff you'll love.
H5 / 16px 24px	16px	20px	Semi Bold	Find the stuff you'll love.
H6 / 12px 12px	12px	12px	Semi Bold	Find the stuff you'll love.

Text

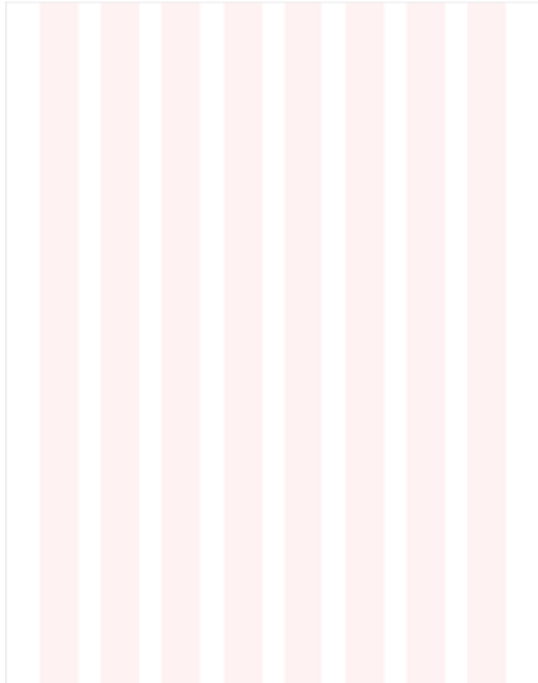
Style name	Font size	Line height	Font Weight	Sample
Body Lg / 20px 24px	20px	24px	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Diam, vivamus dui laoreet amet. Aliquet elementum ultrices molestie netus donec pellentesque quis.
Body Reg / 16px 20px	16px	20px	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Diam, vivamus dui laoreet amet. Aliquet elementum ultrices molestie netus donec pellentesque quis.
Body Sm / 12px 16px	12px	16px	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Diam, vivamus dui laoreet amet. Aliquet elementum ultrices molestie netus donec pellentesque quis.
Body Sm Alt / 12px 16px	12px	16px	Semi Bold	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Diam, vivamus dui laoreet amet. Aliquet elementum ultrices molestie netus donec pellentesque quis.
Label / 12px 12px	12px	12px	Semi Bold	Label
Hint / 10px 16px	10px	16px	Medium	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Diam, vivamus dui laoreet amet. Aliquet elementum ultrices molestie netus donec pellentesque quis.

Interactions

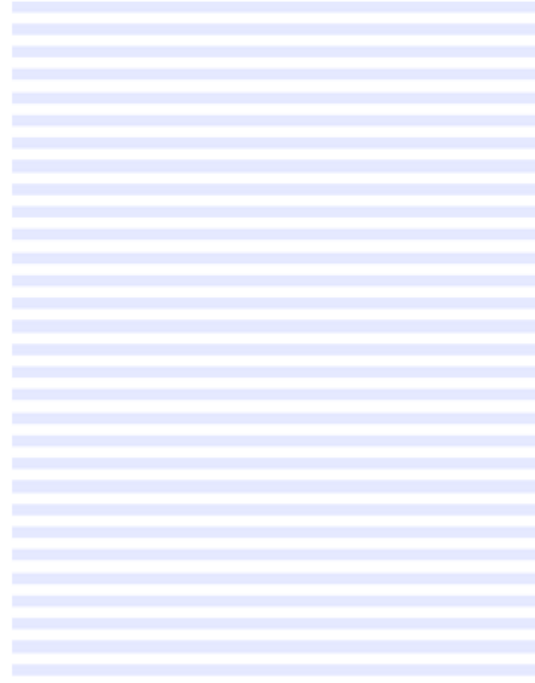
Style name	Font size	Line height	Font Weight	Sample
Link Reg / 16px 20px	16px	20px	Semi Bold	<u>See more</u>
Link Sm / 12px 16px	12px	16px	Semi Bold	<u>See more</u>
Strikethrough Reg / 16px 16px	16px	16px	Semi Bold	See more
Strikethrough Sm / 12px 12px	12px	12px	Semi Bold	See more
Pill Reg / 16px 16px	16px	16px	Medium	SEE MORE
Pill Sm / 12px 12px	12px	12px	Medium	SEE MORE

| Grid and spacing

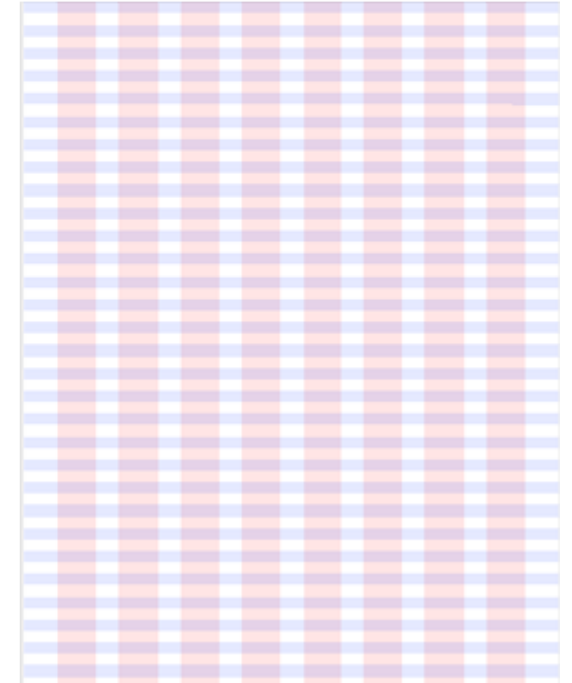
Columns 8
Margin 24
Gutter 16



Rows auto
Height 8
Gutter 8




Overlapped



High Fidelity Prototypes

Skip




Welcome!

It's a pleasure to meet you. We are excited that you're here so let's get started!

Next

Skip




Irrelevant results again?

No need to rummage through irrelevant items anymore, we got you covered. Habitual sends you relevant items based off of your habits and interests.

Next


Skip




Your interests working with you.

Tell us what you like. No, really, it helps a bunch when we serve you some great products. You just keep doing your thing.

Next



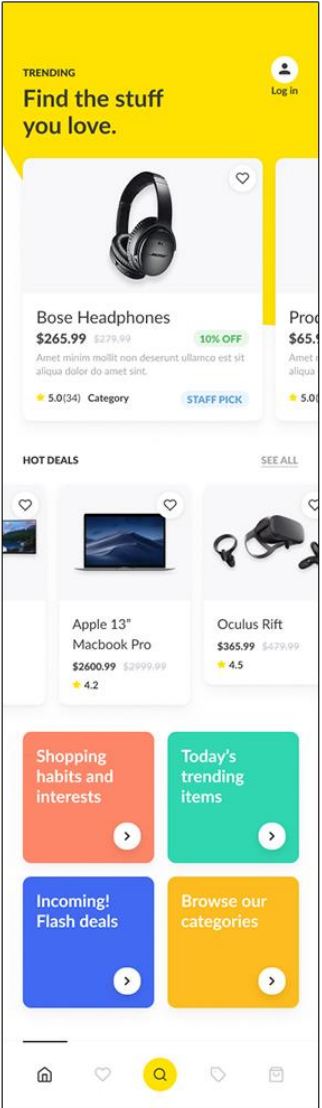
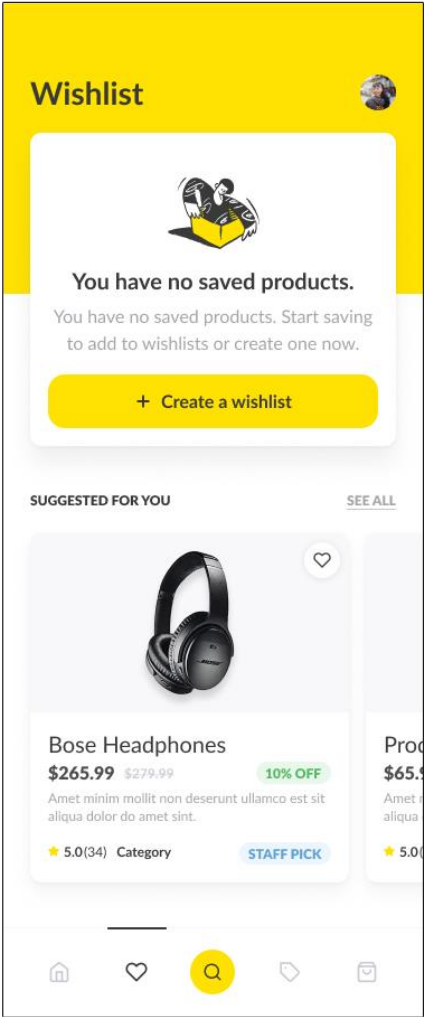
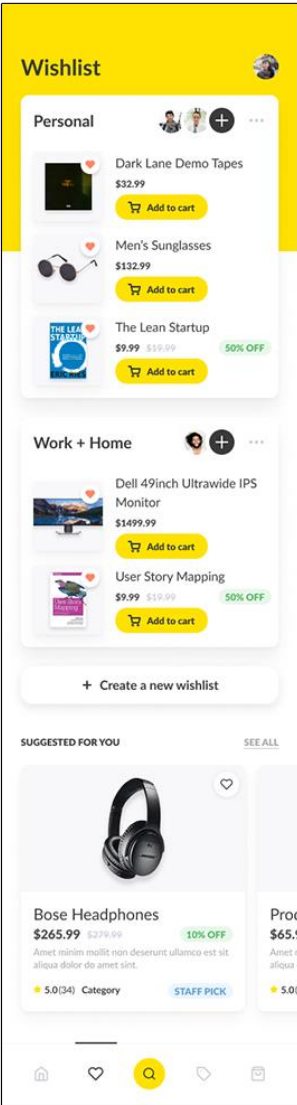


And that's the cherry on top!

No fees, free shipping and amazing customer service. We'll get you your package within 2 business days no questions asked!


Sign me up!

Ask me again later



×

Sign Up



Email


youremail@address.com


Password


.....

Get started

or

 Continue with Apple


 Continue with Facebook

 Continue with Google

Already have an account? [Log in](#)

×

Log in




Email


Password


Log in

[Forgot password](#)

or

 Continue with Apple

 Continue with Facebook

 Continue with Google


New to Habitual? [Sign up](#)


Profile






Log in to start and explore your personalized shopping experience.

Log in

New to Habitual? [Sign up](#)


Settings

Need help?



×

Log in




Email


Password


Log in

Forgot password

or


 Continue with Apple


 Continue with Facebook

 Continue with Google

New to Habitual? [Sign up](#)

Orders






Uh oh! You have no orders.

You have no orders at the moment. Go take a look at what we have an we'll get your delivery to you asap!

View recommended products

SUGGESTED FOR YOU

SEE ALL



Bose Headphones


\$265.99

~~\$279.99~~

10% OFF

Amet minim mollit non deserunt ullamco est sit aliqua dolor do amet sint.

★ 5.0(34) Category [STAFF PICK](#)








Pro

\$65.99


~~\$69.99~~

Amet n

★ 5.0


Orders



Q Search for your order

LAST 3 MONTHS

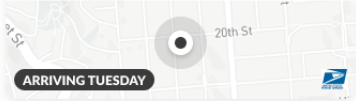
Filters




The Lean Startup


\$9.99

Almost there! ⚡



ARRIVING TUESDAY






Xbox Elite Controller

\$59.99






Delivered Wednesday ✓



Apple AirPods Pro (Generation 2)

\$200.99

Delivered 01/01/2020 ✓

×

Filters

Timeframe

The past 3 months

Category

All orders

In transit


Delivered

Cancelled

Price Paid

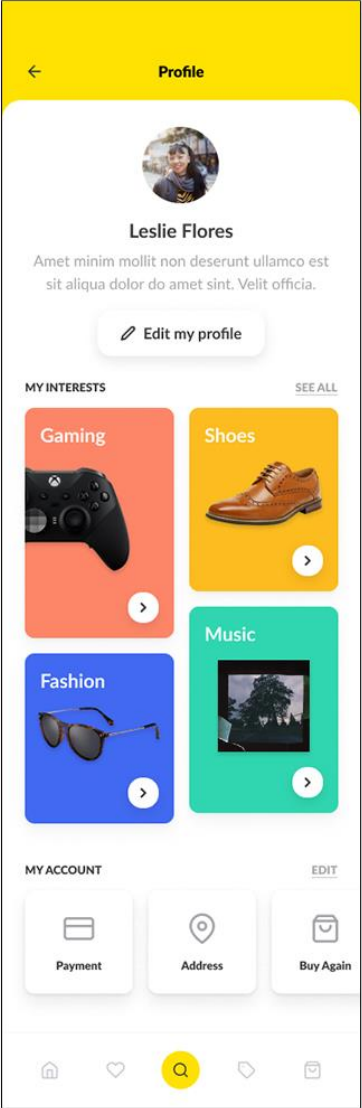
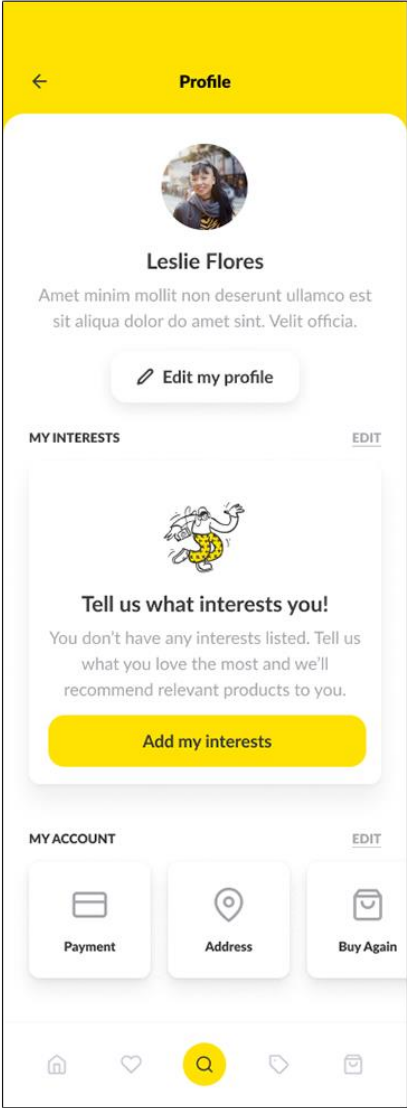
\$37 - \$100

The average amount of money spent is \$75



Show 12 results

33



Q Search interests

Done

RECOMMENDED INTERESTS

SEE ALL

Music

+ Add

Mechanical Keyboards

+ Add

Technology

+ Add

Home Entertainment

+ Add

Plants

+ Add

Outdoors

+ Add

Sports

+ Add

< Your interests +

Gaming

✓ Added

Shoes

✓ Added

Fashion

✓ Added

Music

+ Add

Vinyl

✓ Added

< Back Interests

MY INTERESTS

SEE ALL

Fashion

Shoes

NEW ARRIVALS

SEE ALL

13 inch Macbook Pro

\$2065.99

★ 5.0

Sunglasses

\$65.99

★ 5.0

Bose Headphones

\$265.99

★ 5.0

STAFF PICK

Lean UX

\$15.99

★ 5.0

STAFF PICK

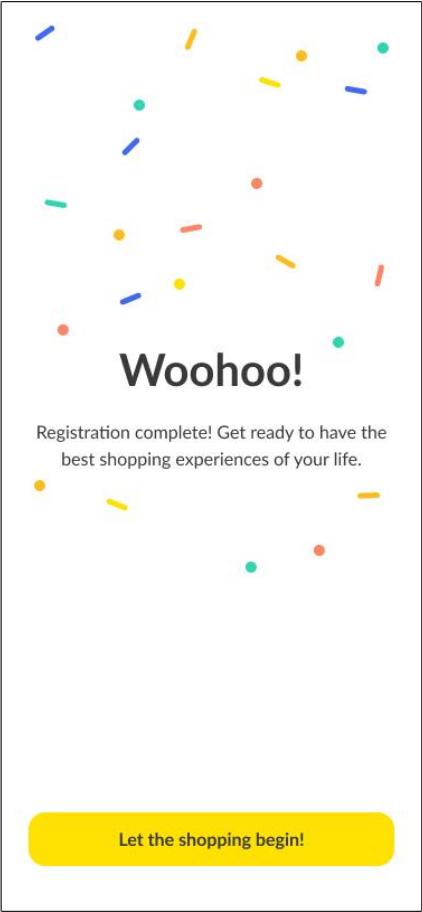
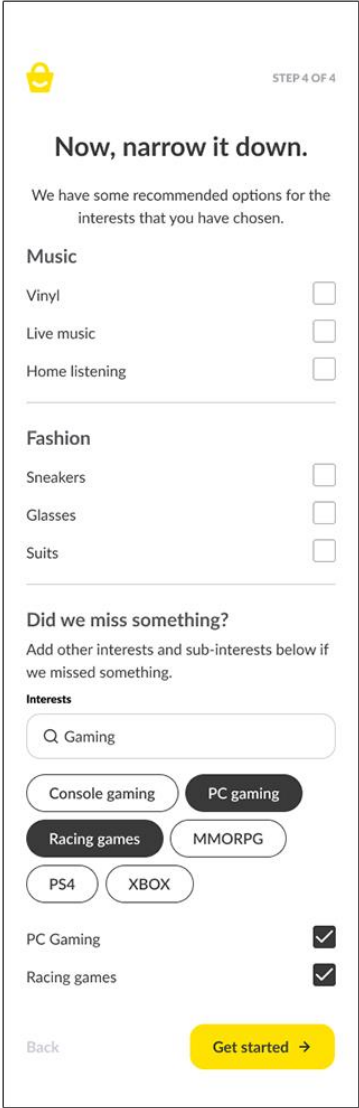
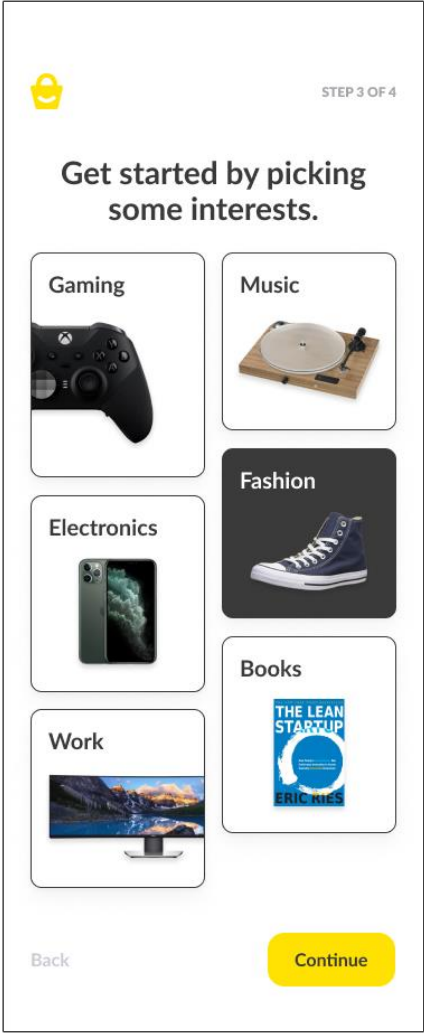
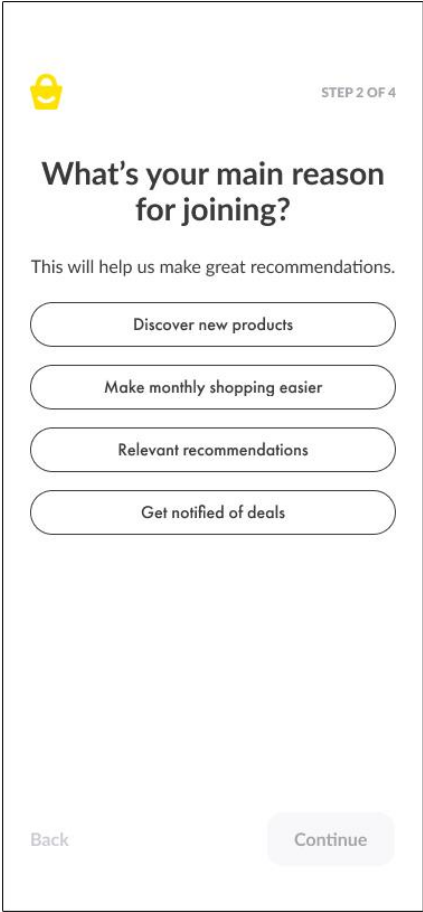
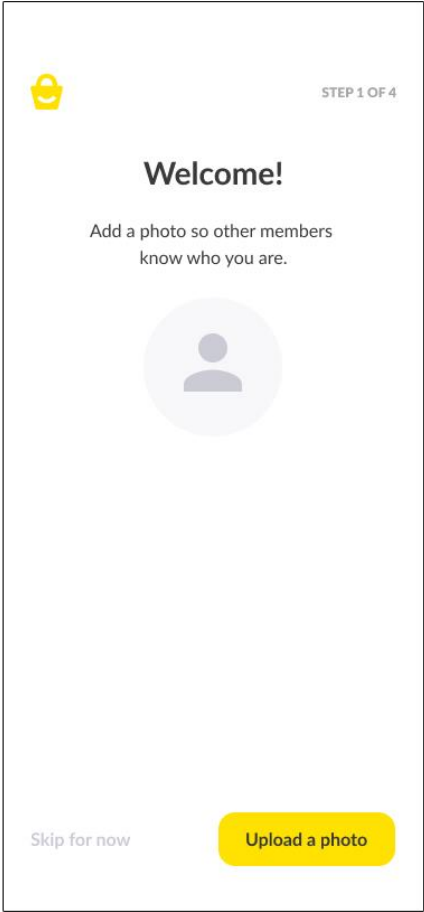
🏠

♥

🔍


🗒

✉



×


My cart



Converse All Start Hi Top

x1


\$75.99



Dark Lane Demo Tapes

x1

\$29.99



Xbox Elite Controller

x1

\$59.99

TOTAL

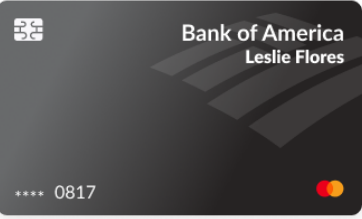
\$165.97

Checkout →

←Checkout

PAYMENT METHOD

EDIT



Bank of America
Leslie Flores

**** 0817

ADDRESS

EDIT

Leslie Flores

2972 Westheimer Rd.
Santa Ana, Illinois
85486, United States of America

Promo code

Apply

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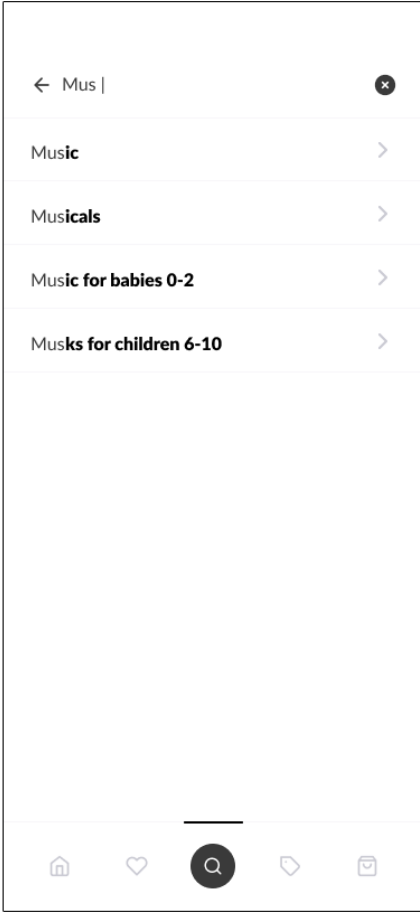
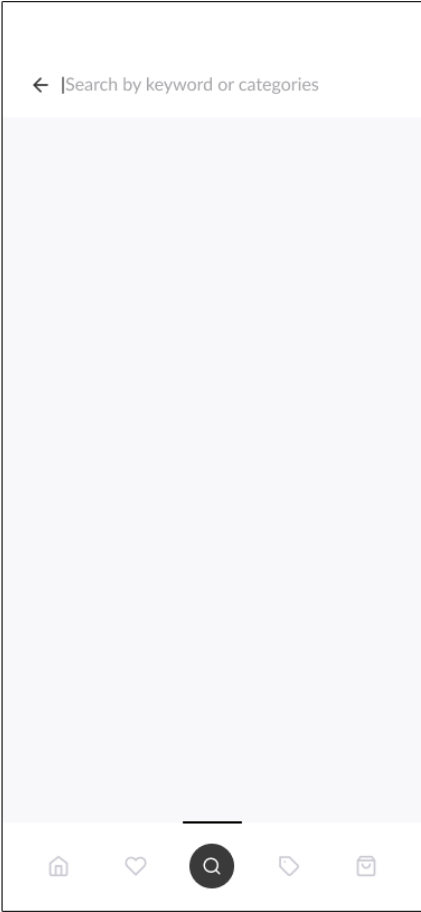
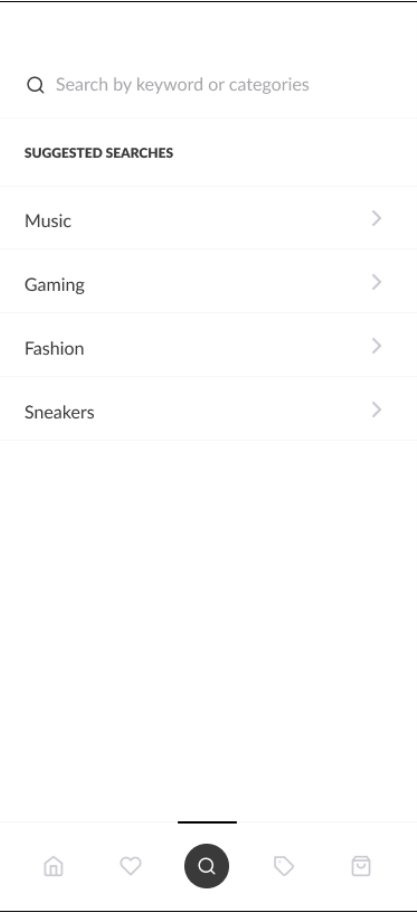
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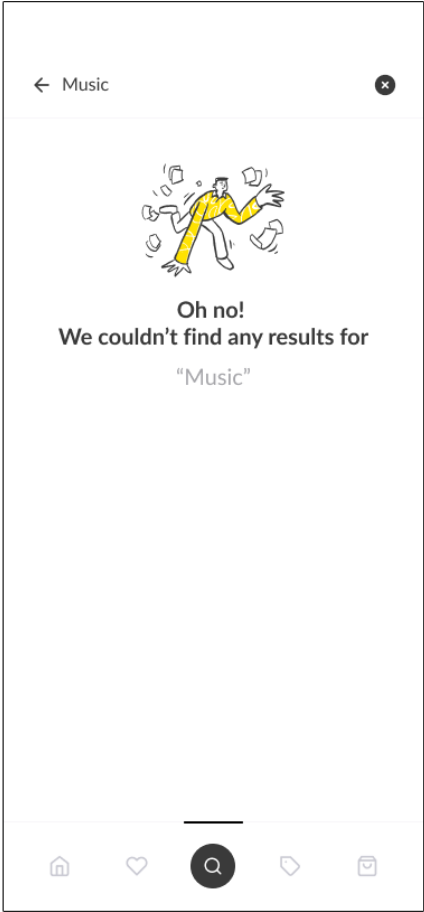
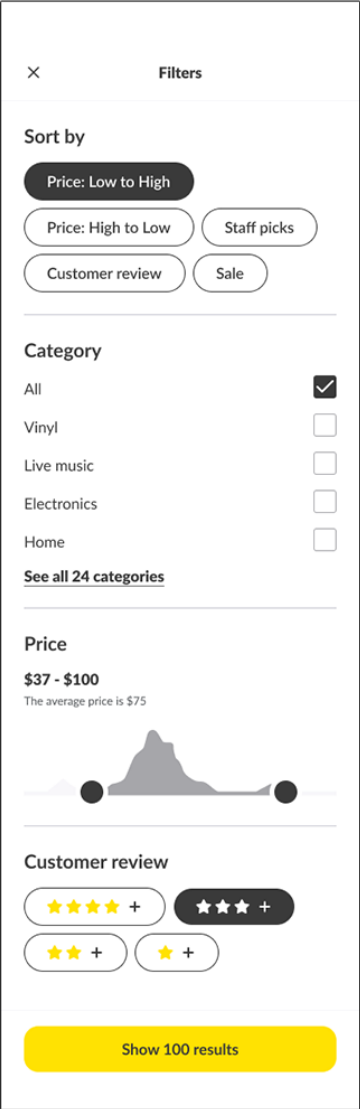
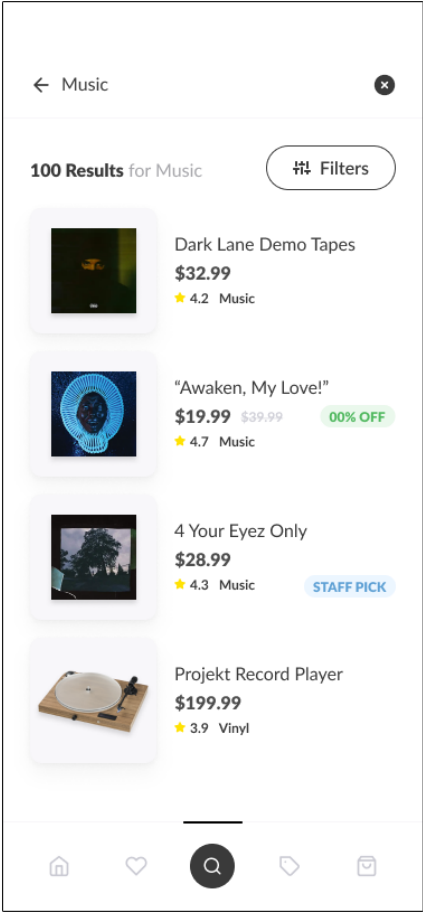
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