



boohooMan

Own Your Style. Own the Streets.

Team 07:

- Nilraj Mayekar
- Anirudh Maheshwari
- Rahul Prabhu
- Omkar Vaity
- Aniket Navale



Project Overview

Boohoo Man: Smarter Shopping, Smoother Experience



Boohoo Man's mobile app faces usability challenges, including complex navigation, underutilized search functionality, and cognitive overload, making product discovery frustrating.



With a focus on intuitive design, Boohoo Man aims to enhance navigation, optimize search, and apply UX laws like Hick's and Miller's Law to create a more seamless shopping journey.



By improving the overall user experience, Boohoo Man seeks to boost engagement, increase conversion rates, and provide a more efficient, frustration-free shopping experience.

The slide features a minimalist design with two solid black circles of different sizes in the top-left corner and a thick black vertical bar on the right side. The title 'Problem Statement' is centered at the top in a large, bold, black serif font.

Problem Statement

The current shopping experience lacks the engagement and efficiency needed to connect with Gen Z trendsetters. The search functionality is not intuitive, making it difficult for users to find their desired fashion pieces effortlessly. There are no interactive features to enhance engagement or build a stronger connection with the audience. Additionally, customers cannot leave reviews on fashion items, limiting informed decision-making. Trendy and limited-edition collections do not have a dedicated space for easy discovery, and an overwhelming number of categories make navigation cumbersome rather than seamless. These challenges create friction in the shopping journey, reducing user satisfaction and engagement.



Solution

- **Gamified Rewards:** Earn exclusive coupons through interactive gaming elements while you shop
- **Smart Camera Search:** Snap a picture to instantly find similar styles and perfect matches
- **Effortless Filtering:** Streamlined categories with intuitive subcategories make browsing easier than ever
- **Customer Reviews:** Make informed decisions with real feedback from fellow shoppers
- **Exclusive Drops:** Stay ahead of trends with real-time updates on limited-edition releases
- **Seamless Checkout:** A fast, hassle-free process designed for a frictionless shopping experience
- **Promo Code Search:** Getting best promo codes available across the internet with a single Click.
- **Wear-to-Wishlist:** Save your favorite looks directly from product previews for easy access later.



Product Objectives

Product Objectives

Enhance Mobile Responsiveness

Ensure seamless performance across all devices, with a focus on mobile usability.

Simplify Navigation

Redesign the menu structure for a more intuitive browsing experience and easier product discovery.

Improve Visual Consistency

Standardize UI elements like fonts, colors, and layouts for a cohesive brand identity.

Personalize User Experience

Leverage AI to offer tailored product recommendations and dynamic content.

Implement Feedback Mechanisms

Add features for users to provide real-time feedback on their shopping experience.

Streamline Checkout Process

Reduce the number of steps and simplify payment options to lower cart abandonment rates.

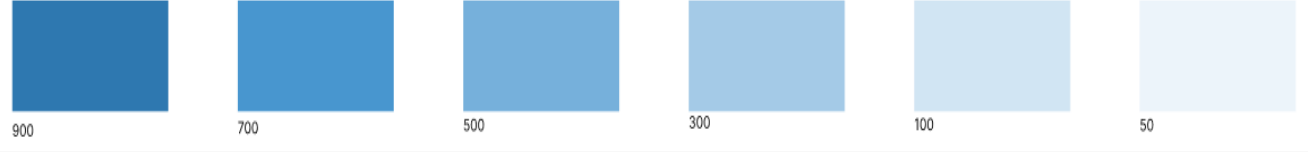


Design System

Color Guide

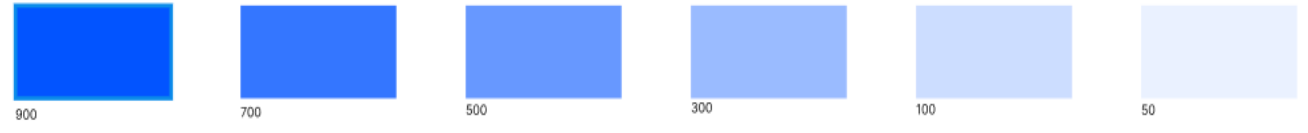
Primary Colors

Primary Buttons, Navigation
Bars, Active Links or Tabs
Icons



Secondary Colors

Secondary Buttons,
Background Elements, Form
Input Borders, Labels, and
Tags



Color Guide

Error



900



700



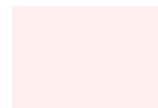
500



300



100



50

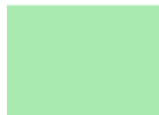
Success



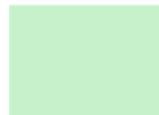
900



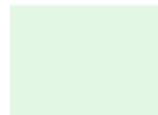
700



500



300



100



50

Logo



Screen Dimensions:
393px x 852px (scrollable)

- Monochrome Design - The sleek black-and-white scheme ensures versatility and consistency.
- Bold Typography - Strong, modern text with a subtle drip effect adds creativity and edge.
- Youthful and Trendy Appeal - Playful aesthetic appeals to a youthful, trend-driven audience.
- Memorability - Distinctive typography make the logo easily recognizable.

Icons:
Iconify (profile, cart, search, camera, etc.)

Typography

Fonts:
Montserrat

h1 47.78px **A wizard's job is to vex chumps quickly in fog**

h2 39.81px **A wizard's job is to vex chumps quickly in fog**

h3 33.18px **A wizard's job is to vex chumps quickly in fog**

h4 27.65px **A wizard's job is to vex chumps quickly in fog**

h5 23.04px **A wizard's job is to vex chumps quickly in fog**

h6 19.2px **A wizard's job is to vex chumps quickly in fog**

p 16px A wizard's job is to vex chumps quickly in fog

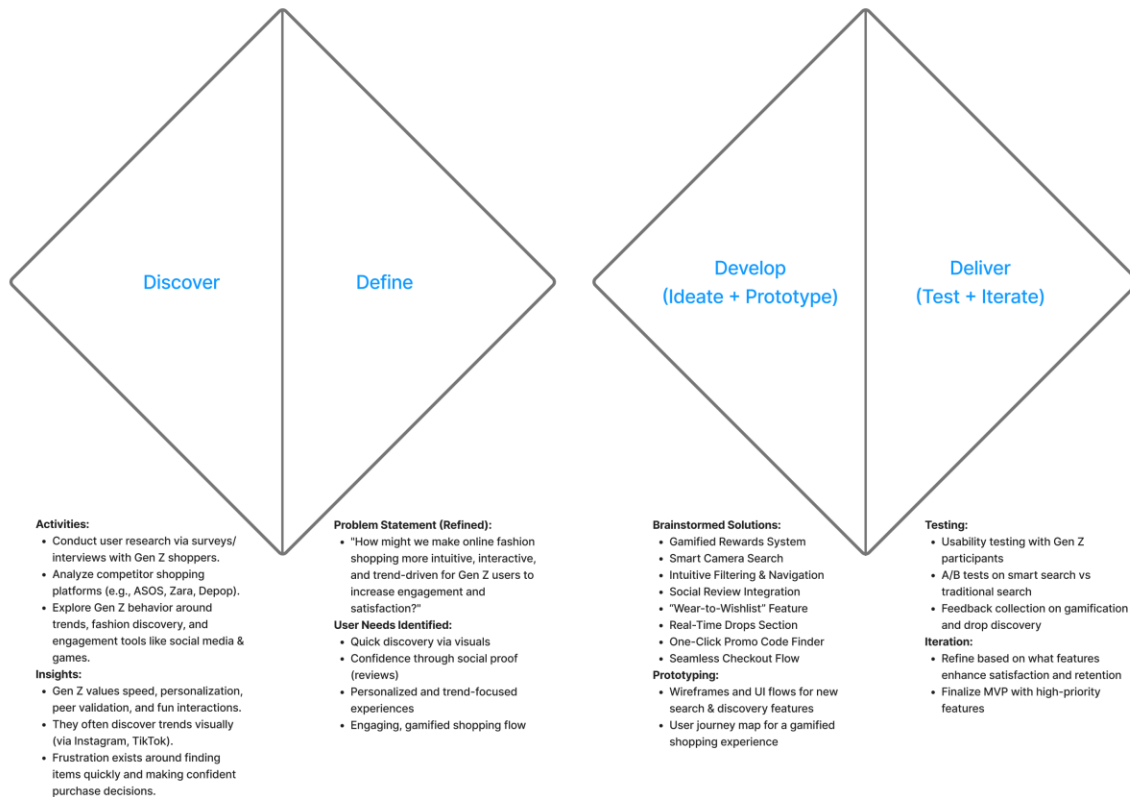
small 13.33px A wizard's job is to vex chumps quickly in fog

11.11px A wizard's job is to vex chumps quickly in fog



Design Process

Design Process





Target Audience

Defining Our Target Audience

Who are they?

- **Age:** 16–35 years old
- **Demographics:** Gen Z & Millennials (students and young professionals)
- **Interests:**
 1. Trendy and affordable fashion
 2. Online shopping & fast fashion
 3. Social media influence (Instagram, TikTok, Pinterest)
 4. Ethical & sustainable fashion choices



UX Research & Personas



User Persona: Ryan Carter



A fitness enthusiast and fashion-forward individual, Ryan is always on the lookout for stylish activewear and casual streetwear. He enjoys blending comfort with trendiness and frequently shares his outfits on social media.

Age: 25

Occupation: Personal Trainer & Content Creator

Location: Miami, FL

Interests: Fitness, Streetwear, Sneakers, Social Media

Goals & Needs:

- ✓ Find trendy yet comfortable athleisure wear
- ✓ Get notified about new sneaker and streetwear drops
- ✓ Shop effortlessly with a smooth checkout experience

Frustrations:

- ✗ Sizes selling out too fast
- ✗ Difficulty finding well-fitted clothing online
- ✗ Shipping delays on pre-order items

User Persona: Jayden Lee



A college student passionate about urban fashion, Jayden follows influencers and fashion blogs to stay ahead of trends. He loves experimenting with bold styles and values affordability without compromising on style.

Age: 20

Occupation: College Student and fashion blogger

Location: Boston, MA

Interests: Vintage Fashion, Streetwear, Sneakers, Thrifting

Goals & Needs:

- ✓ Stay updated with the latest fashion trends
- ✓ Easily mix and match outfits in the app
- ✓ Access exclusive student discounts

Frustrations:

- ✗ Missing out on limited-time deals
- ✗ Overwhelmed by too many choices
- ✗ Unclear return and refund policies

SWOT Analysis

Strengths:

- ❑ Boohoo Man is a well-known brand with a strong customer base, providing a solid foundation for improvements.
- ❑ The affordability factor attracts a large audience, making UX improvements a significant opportunity to enhance user retention.
- ❑ The target audience (16–35) is mobile-savvy, meaning UI/UX enhancements will directly impact engagement.

Weakness:

- ❑ The current app overwhelms users with too much information on landing pages.
- ❑ The search experience is underutilized compared to competitors.
- ❑ Poor category structuring makes it difficult for users to find products quickly.

Opportunity:

- ❑ Virtual try-on features can enhance user confidence in purchasing.
- ❑ Implementing interactive features like reward badges, streaks, or quizzes can boost user engagement.
- ❑ Optimizing the search experience with voice search can improve accessibility and usability.
- ❑ Enhancing predictive search, filters, and auto-suggestions can make product discovery more efficient.

Threats:

- ❑ ASOS, Amazon, and other fashion retailers continuously refine their UX, setting higher standards.
- ❑ High page load times can increase bounce rates and decrease conversions.
- ❑ Overuse of similar UI/UX patterns may lead to disengagement from younger audiences seeking fresh, innovative experiences.

Empathy Map

Says:

- “I want to look stylish without breaking the bank.”
- “I follow influencers for the latest fashion trends.”
- “I need outfits suitable for both casual and formal events.”
- “I prefer shopping online for convenience and variety.”

Thinks:

- “Is this brand offering good quality for the price?”
- “Will this outfit help me stand out and express my personality?”
- “I hope the clothes fit well and match the online description.”
- “Are there any discounts or promotions I can take advantage of?”



Does:

- Browses fashion blogs and social media platforms for style inspiration.
- Compares products and prices across multiple online fashion retailers.
- Reads customer reviews before making a purchase decision.
- Shares recent purchases and fashion finds with friends or on social media.

Feels:

- Excited when discovering new fashion pieces that align with personal style.
- Frustrated by inconsistent sizing or when desired items are out of stock.
- Confident and satisfied when receiving compliments on their attire.
- Anxious about the return process if the purchased items don't meet expectations.

Affinity Mapping

Navigation Issues

- Confusing filters make it difficult to narrow down products.
- Overloaded menu categories create a cluttered shopping experience.
- Lack of breadcrumb navigation makes it hard to go back to previous searches.
- Mobile navigation is inconsistent compared to desktop.

Checkout Frustrations

- Checkout process takes too long, leading to cart abandonment.
- Limited payment options, causing inconvenience for international users.
- Lack of auto-filled address and payment details slows down transactions.
- Unclear discount application process makes users abandon purchases.

Product Search Challenges

- Search results are irrelevant, not displaying expected items.
- No autocomplete or suggested searches, making users type full queries.
- Product filtering is limited, with missing size, color, and brand filters.
- Sorting options are unclear, making it hard to find bestsellers or newest arrivals.

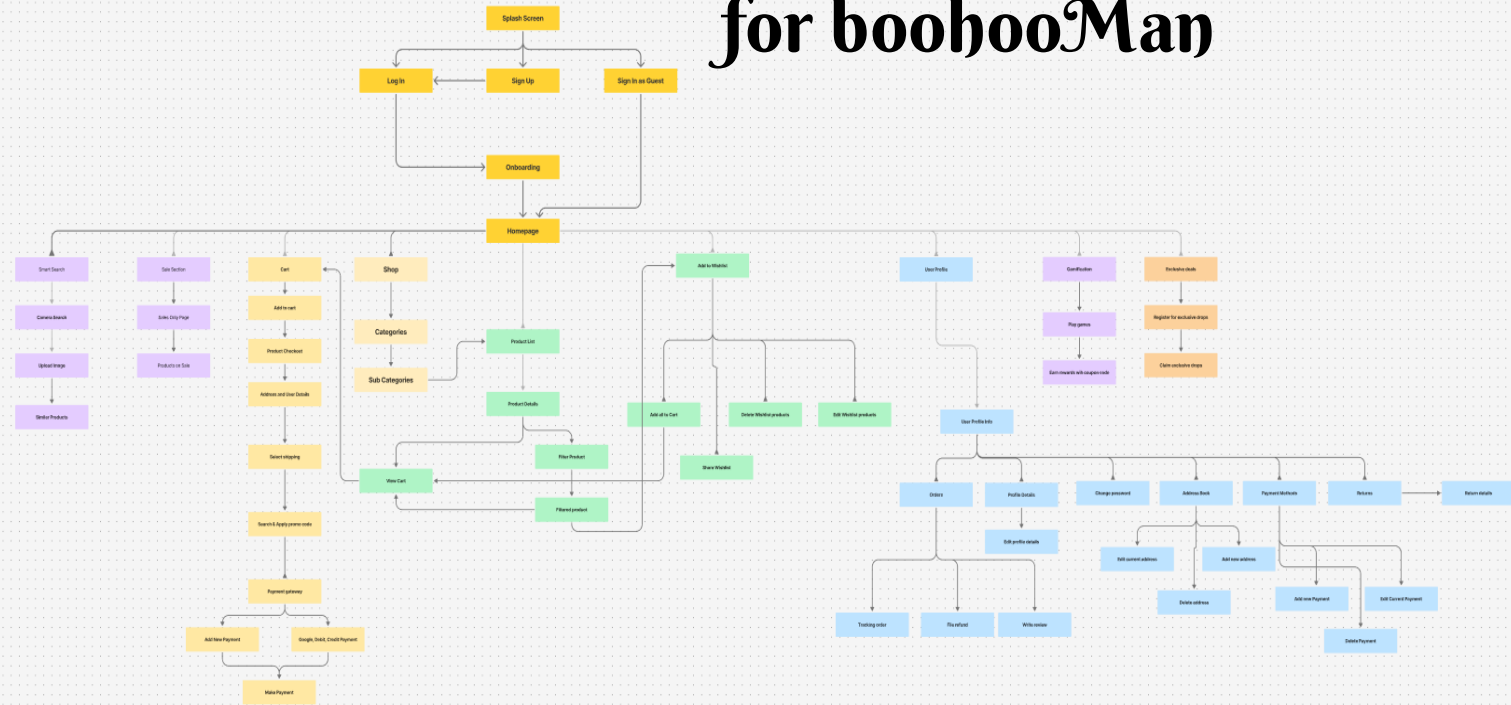
Sizing & Fit Concerns

- Inconsistent size charts across different product categories.
- No real customer fit reviews, making it hard to judge sizes.
- Lack of virtual try-on or AI-based size recommendations.
- Returns due to sizing issues are frequent, increasing frustration.



Information Architecture

Information Architecture for boohooMan



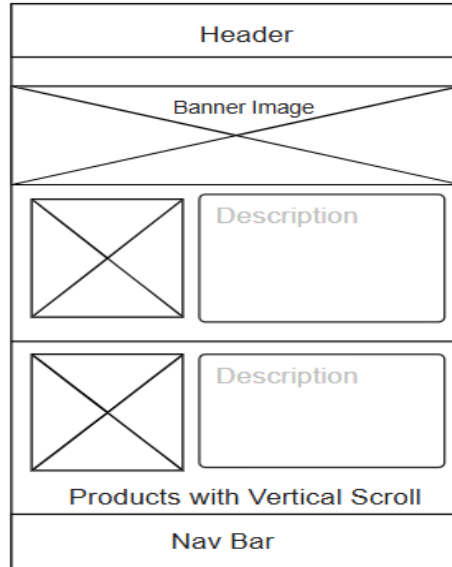
Wireframes



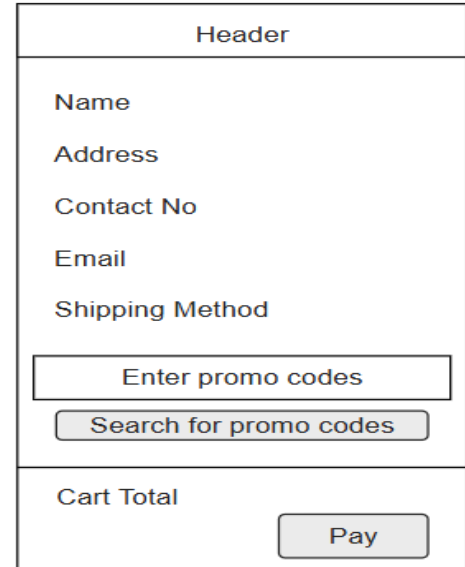
Wireframes



Home Page



Wishlist



Checkout-
Promo code search



UX Planes

UX Planes

Strategy Plane

- **Define Goals & User Needs:** Identify the challenges (e.g., complex navigation) and articulate key business objectives.
- **Understand the Audience:** Utilize research and personas (e.g., Gen Z & Millennials) to pinpoint user needs.
- **Set the Vision:** Establish a clear direction for a seamless, engaging shopping experience.

Strategy Plane

- **Feature Identification:** List essential functionalities like intuitive search and streamlined navigation.
- **Prioritize Requirements:** Use methods like MoSCoW to classify must-haves, should-haves, and enhancements.
- **Roadmap Alignment:** Connect features back to strategic goals ensuring a coherent build plan.

Structure Plane

- **User Flows:** Map out interactions through detailed use cases and flowcharts.
- **Information Architecture:** Organize content into logical sections for easier navigation.
- **Interaction Mapping:** Define clear pathways to reduce cognitive overload and prevent user frustration.

Skeleton Plane

- **Wireframe Development:** Draft layouts for core screens such as home page, wishlist, and checkout.
- **Usability Focus:** Ensure clear placement of elements to enhance ease-of-use and accessibility.
- **Iterative Testing:** Refine designs based on feedback to confirm consistency and clarity.

Surface Plane

- **Visual Design:** Apply style guides for colors, typography, and logo usage to create a cohesive look.
- **Aesthetic Appeal:** Enhance the overall look with polished UI elements and interactive cues.
- **Brand Consistency:** Ensure the final design reflects the brand's identity and appeals to the target audience.

MoSCoW Approach



MoSCoW Approach

Must Have:

- E-Commerce Purchase Flow
- Improved Product Search & Filtering
- Streamlined Checkout Process
- Promo Code Search

Should Have:

- Engaging Quiz for Rewards and Coupons
- Enhanced Sizing & Fit Guidance
- Chatbot for style recommendations
- Wishlist & Save for Later Feature

Could Have:

- Social Shopping Integration
- Augmented Reality Try-On
- Loyalty & Rewards Program
- Trend Updates Notification Button

Won't Have:

- Blockchain-Based Secure Transactions
- NFT Fashion Items
- Metaverse Shopping Experience

Conclusion



Conclusion

- **Enhanced User Experience** – The redesigned Boohoo Man platform will offer a seamless, intuitive, and frustration-free shopping experience, addressing key pain points like navigation difficulties and checkout inefficiencies.
- **Optimized Shopping Flow** – By improving site navigation, search filters, and checkout speed, the redesign will help users find products faster and complete purchases with ease.
- **Personalized Shopping Experience** – Leveraging AI-driven recommendations and customized search functionalities, Boohoo Man will deliver a tailored shopping journey for each user, increasing satisfaction and engagement.
- **Competitive Advantage**– Insights from SWOT analysis, Affinity Mapping, and other UX research methods will ensure Boohoo Man remains ahead of competitors by continuously improving mobile responsiveness and UI consistency.
- **Higher Conversion & Retention Rates**– A well-designed shopping experience will reduce cart abandonment, encourage repeat purchases, and drive long-term customer loyalty.
- **Future Growth & Innovation**– Implementing user feedback mechanisms and data-driven design improvements will allow Boohoo Man to adapt to evolving fashion trends and user expectations, ensuring sustained business growth.



Future Scope

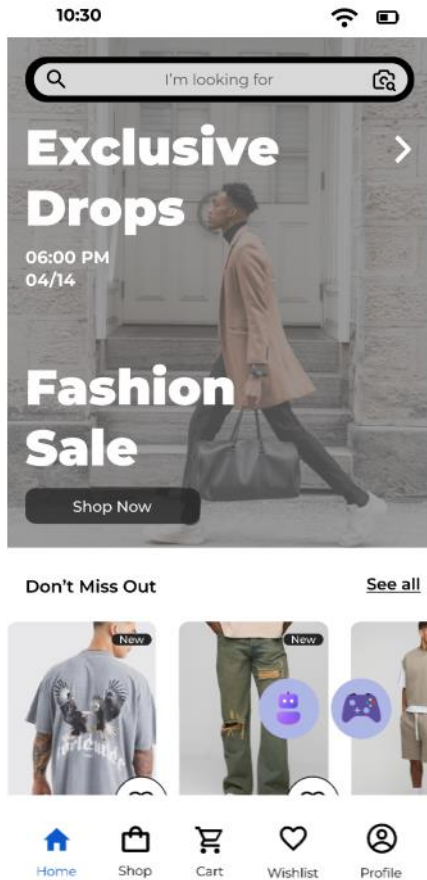
Future Scope

- **Social Shopping Integration:** Enable in-app sharing of outfits, reviews, and style tips across social networks; collaborate with influencers for curated collections and live shopping sessions; and incorporate intuitive sharing tools to boost organic engagement and referrals.
- **Augmented Reality Try-On:** Launch a virtual fitting room for realistic AR try-ons; allow real-time adjustments for sizing and outfit customization; and integrate AR with AI to provide personalized styling recommendations.
- **Loyalty & Rewards Program:** Implement a tiered loyalty system rewarding purchases and engagement; and offer referral incentives along with social sharing rewards to expand the user base.
- **Voice-Activated Shopping Assistant:** Develop a voice-activated assistant for hands-free shopping commands.

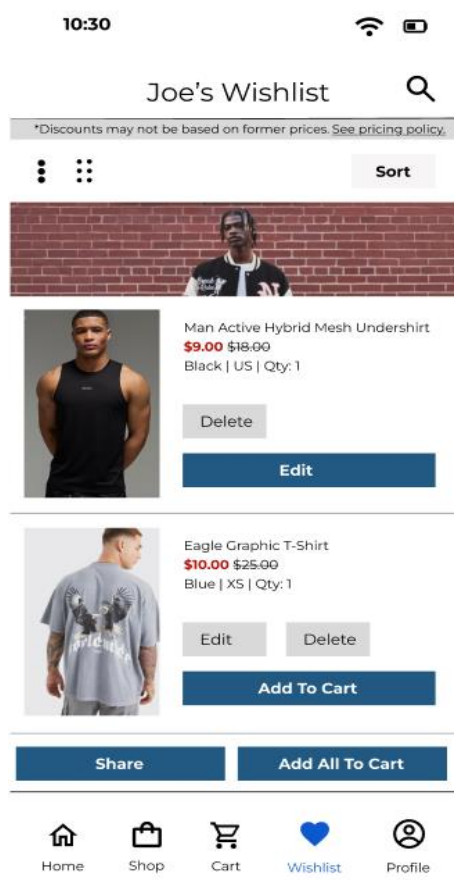


U1 *Snapshots*

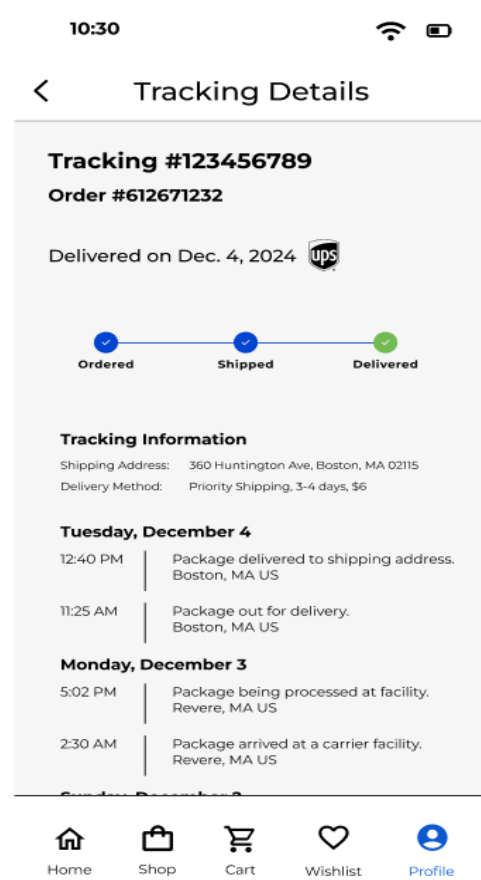




Home Screen



Wishlist



Tracking

Interactive Prototype

Prototype link: [Welcome to BoohooMan](#)

References

- [BoohooMan Case Study](#)
- [SWOT Analysis](#)
- [Styles](#)
- [Onboarding](#)
- [Design Systems](#)

*Thank
You!*

