

The UI design which I have created is inspired by **MYNTRA**.

## User Journey

- On boarding
  - 1. Splash Screen
  - 2. Welcome Screen
  - 3. Sign-Up/Log-In
  - 4. User Preferences Setup
- Home
  - 1. Personalized Home Feed
  - 2. Category Navigation
  - 3. Flash Sales & Trending
- Search & Filter
  - 1. Smart Search
  - 2. Advanced Filters
- Product Details
  - 1. Product Page
  - 2. Customer Reviews
  - 3. Related Products
- Shopping Cart
  - 1. Cart Overview
  - 2. Apply Coupons & Discounts
- Checkout

1. Shipping Details
2. Payment Options
3. Order Summary

➤ Post-Purchase

1. Order Confirmation
2. Tracking Information

➤ Profile

1. User Profile
2. Order History
3. Wishlist

Screens with Key Considerations:

● SCREEN 1

**Splash Screen**

1. Visual Design: Modern, elegant, with Myntra's logo and a feminine touch.
2. Duration: Short and engaging to keep users interested.

● SCREEN 2

**Welcome Screen**

1. Messaging: Warm, inviting text welcoming women to the app.
2. Call to Action: Clear buttons for "Sign Up" and "Log In".

● SCREEN 3

**Sign-Up/Log-In**

1. Social Media Integration: Options to sign up/log in via Google, Facebook, or email.
2. Form Design: Minimalist, easy to navigate, and optimized for mobile.

● SCREEN 4

**Personalized Home Feed**

1. Dynamic Content: Highlights of new arrivals, trending items, and personalized picks.
2. Navigation: Easy access to categories like Clothing, Footwear, Accessories, etc.

- SCREEN 5

### **Smart Search & Advanced Filters**

1. Search Bar: Prominent and easy to access.
2. Filters: By category, brand, size, color, price range, and user ratings.

- SCREEN 6

### **Product Page**

1. High-Quality Images: Multiple angles and zoom feature.
2. Details: Comprehensive product description, size guide, and material.
3. Customer Reviews: Displayed prominently with sorting options.

- SCREEN 7

### **Cart Overview**

1. Product List: Itemized view with thumbnails, prices, and quantity adjustments.
2. Coupons & Discounts: Easy application of promo codes.

- SCREEN 8

### **Shipping Details**

1. Form: Pre-filled with saved addresses for returning users.
2. Options: Different shipping methods with estimated delivery times.

- SCREEN 9

### **Payment Options and Order Summary**

1. Variety: Credit/Debit cards, UPI, Net Banking, and COD.
2. Security: Indicate secure payment gateways.

3. Overview: Clear breakdown of costs, including shipping and discounts.
4. Confirm Button: Prominent and accessible.

- SCREEN 10

### **Order Confirmation**

1. Thank You Message: Warm and appreciative.
2. Next Steps: Tracking link and customer support contact.

- SCREEN 11

### **Wishlist**

1. Saved Items: Visually appealing grid with options to move to cart or share.

- SCREEN 12

### **User Profile**

1. Profile Picture: Option to upload a photo.
2. Personal Information: Editable sections for name, email, address, and phone number.

## **Key Considerations Showcase:**

1. User-Centric Design
2. Aesthetic Appeal :Use of a feminine color palette and elegant typography to make the app visually appealing to women.
3. Ease of Use:Simplified navigation with prominent search and filter options to help users find products quickly.Clear and concise product information, making decision-making easier.
4. Inclusivity:Representing a diverse range of body types and ethnicities in product images to cater to a broader audience.
5. Security and Trust:Highlighting secure payment options to build trust with users.

