SHOPPE- E COMMERCE APP REDESIGN

NAME: G.Ramya

DEP: B.E.CSE

ROLL NUMBER: 511723104009

Figma link:
https://www.figma.com/design/wnyW6sV7FfZO6mFJaBTaqy/SHOPPE?nodeid=0-1&t=5fXkI3jTQTNOFnZj-1

Prototype link: ☞ FIgmaPrototype

Github link: https://github.com/RamyaGnanavel/RamyaGnanavel.git   t

Step 1 – Research & User Understanding

Problem Statement:
Users abandon shopping carts due to confusing navigation, slow load times, and lengthy checkout steps.

Goal:
Redesign the e-commerce experience to make browsing, adding to cart, and checkout faster, simpler, and personalized.

Target Audience:

- College students and working professionals (18–35)
- Mobile-first shoppers who want convenience and reliability

User Persona:
  Name: Aisha Patel, 27
  Occupation: Marketing Executive
  Goals: Quick checkout, easy comparison, trustworthy reviews
  Pain Points: Confusing categories, poor filtering, too many checkout steps **Empathy Map:**

Thinks	Feels	Says	Does
"This site is confusing."	Feels frustrated during checkout	"I'll just order from Amazon."	Leaves cart halfway

Key Insights:

- Simplify checkout (reduce steps)
- Add personalized product suggestions
- Improve search and filters

Step 2 – Information Architecture & Wireframing

App Structure (Sitemap):
Home → Category → Product → Cart → Checkout → Order Confirmation

Low-Fidelity Wireframes:
Sketch or Figma gray-scale layouts for:

1. Home Page
2. Product Details
3. Shopping Cart
4. Checkout Page
5. Order Confirmation

View my wierfirame here:
https://github.com/Ramya/E-commerce-app-redesign   t

Step 3 – Visual Design & Prototyping

Design Goals: Clean, trustworthy, easy to use.
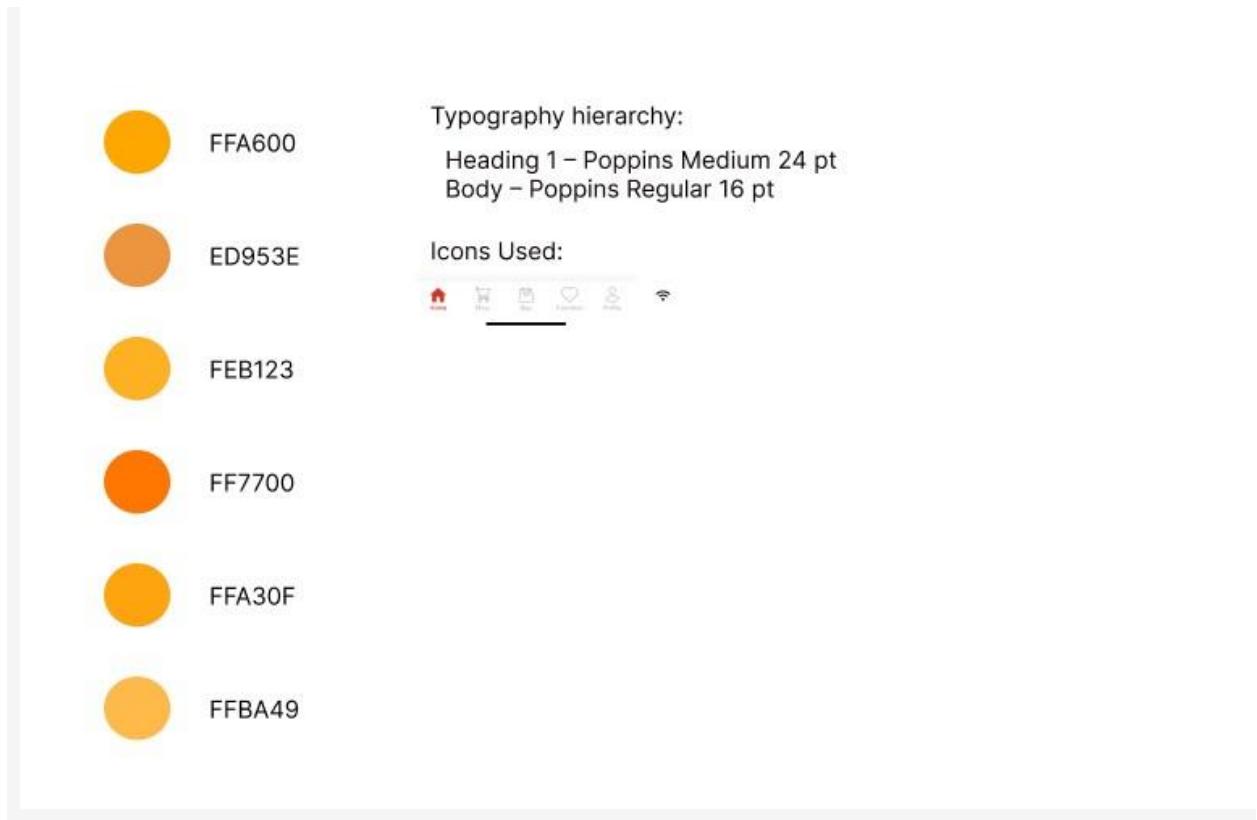**Style Guide:**
 Color Palette:

- Primary Blue (#2A7FFF)
- Accent Yellow (#F7C948)
- Background: #FFFFFF

✏ Typography:

- • Font: Poppins (Regular, Medium, Bold)
- • Headings: 24px, Body: 16px **UI Components:**

- • Rounded product cards
- • Minimal buttons (Add to Cart, Buy Now)
- • Search bar with icon

High-Fidelity Screens:

1. Home
2. Product Details
3. Cart
4. Checkout
5. Order Confirmation

Prototype:
Link screens using Figma's prototype mode.

Prototype link: ☞ FlgmaPrototype

Step 4 – Usability & Interaction Design

User Flow Example:

Home → Select Product → Add to Cart → Checkout → Payment → Confirmation

Navigation Design:

Bottom navigation bar or tab menu with icons: Home | Cart | Profile

Key Interactions:

Feature	Interaction	Feedback
Add to Cart	Tap "+"	Product animation added to cart
Checkout	Button click	Progress indicator
Payment	Tap	Confirmation message

Accessibility:

- High color contrast
- Large, clear buttons
- Descriptive icons with text

View my README Here: https://github.com/Ramya/E-Commerce-App-   p-Redesign./blob/main/README.pdf

Step 5 – Presentation & Documentation

Create a clean PowerPoint or PDF report with:

1. Project Title (SHOPPE – E-Commerce App Redesign)
2. Problem Statement
3. Research & User Understanding
4. Information Architecture
5. Wireframes
6. Visual Design
7. Prototype Preview
8. Usability & Interaction
9. Learnings & Outcome