

# Zing's Gadgets App Design

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Madhanraj M

# Project overview



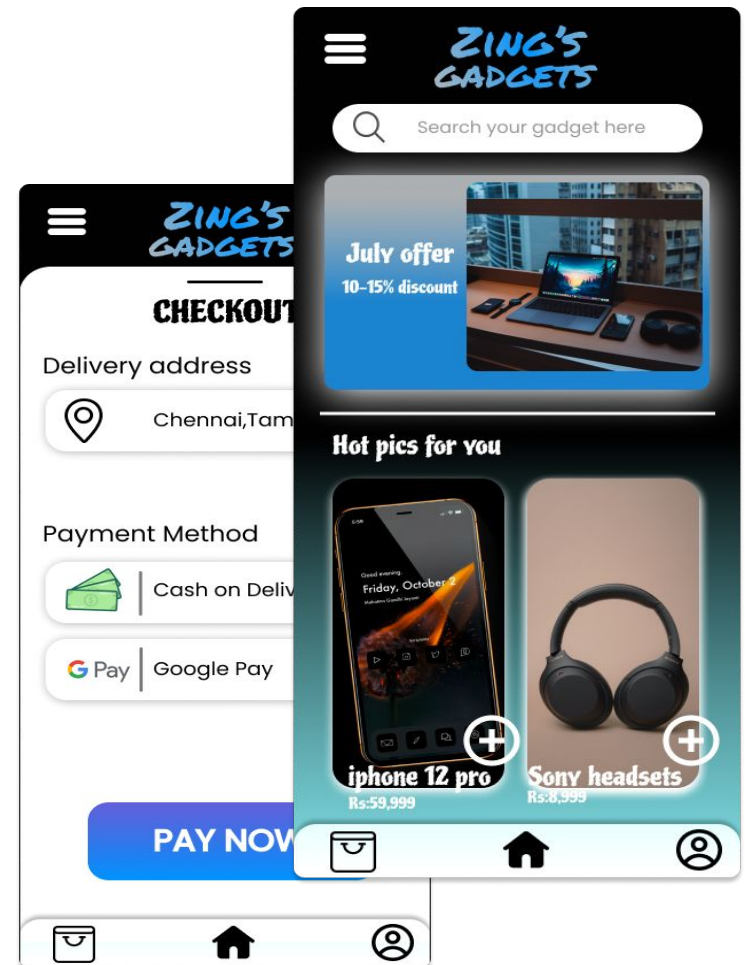
## The product:

Zing's gadgets is an online electronic shopping app exclusively made for mobiles and laptops. They offer a wide variety of gadgets with offers on every month. They work with offline markets to engage with the customers and to provide fast delivery and exchanges too.



## Project duration:

July 22-july 23 2022



# Project overview



## The problem:

Delivery and exchange time on other online apps are slow and it becomes a hectic work for customers to replace the product.



## The goal:

Provide a online app and collab with offline physical shops to provide seamless service with customers

# Project overview



## My role:

UX designer designing an app for Zings  
Gadgets from buying to delivery.



## Responsibilities:

Conducting interviews, paper and digital  
wireframing, low and high-fidelity prototyping,  
conducting usability studies, accounting for  
accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was people who receive some damaged products and can't able to replace properly and within time.

The initial customers from other online shops noticed that not every online app has the return policy and even if they had the exchange policy has many conditions and it becomes a hectic work to exchange the product.

# User research: pain points

1

**Time**

**The return period is very less and has more terms and conditions**

2

**Exchange**

**Most online platforms doesn't cope up with the exchange products**

3

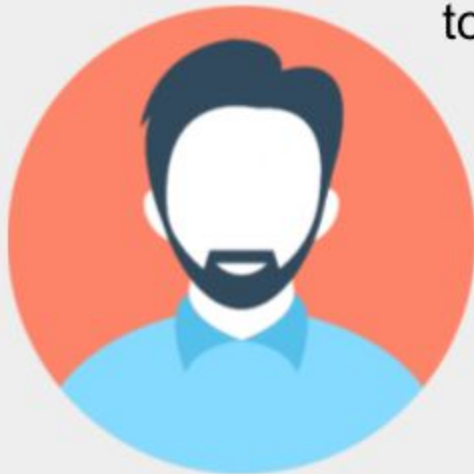
**Availability**

**Products are only available in online shops and don't know it is available in nearby shops for easy return and exchange.**

## Persona: Maddy

### Problem statement:

Maddy is a busy doctor can't go outside of his work time to buy and test gadgets , so he wants to go online.



Maddy

Age: 22  
Education: Doctor  
Family: single, lives alone

"I live in a busy schedule so i want to buy gadgets online"

### Goals:

- To be a good doctor for his clients

### Frustrations:

- It's difficult to find gadgets online too.

Maddy is a doctor who has a tight schedule in his hospital, when he want to purchase things he can't go to the shops because it will be time consuming, but when he wants to replace the product which he bought online ,it becomes a hectic work for him.



# User journey map

Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated Zing's gadgets app.

## Persona: Ying

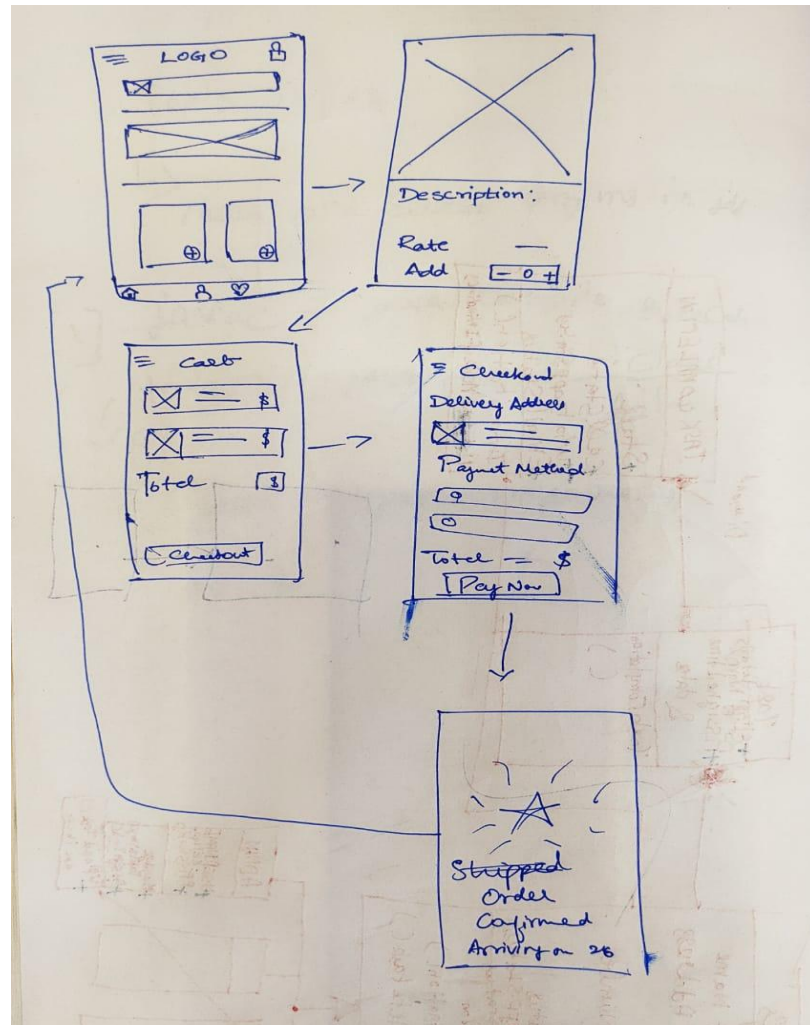
Goal: An easy and quick way to order healthy food for pickup.

ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options  Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number  Anxious about having to remember order	Frustrated at having to read card number out loud  Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Zia's Pizza	Provide search filters  Include images  Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program



# Paper wireframes

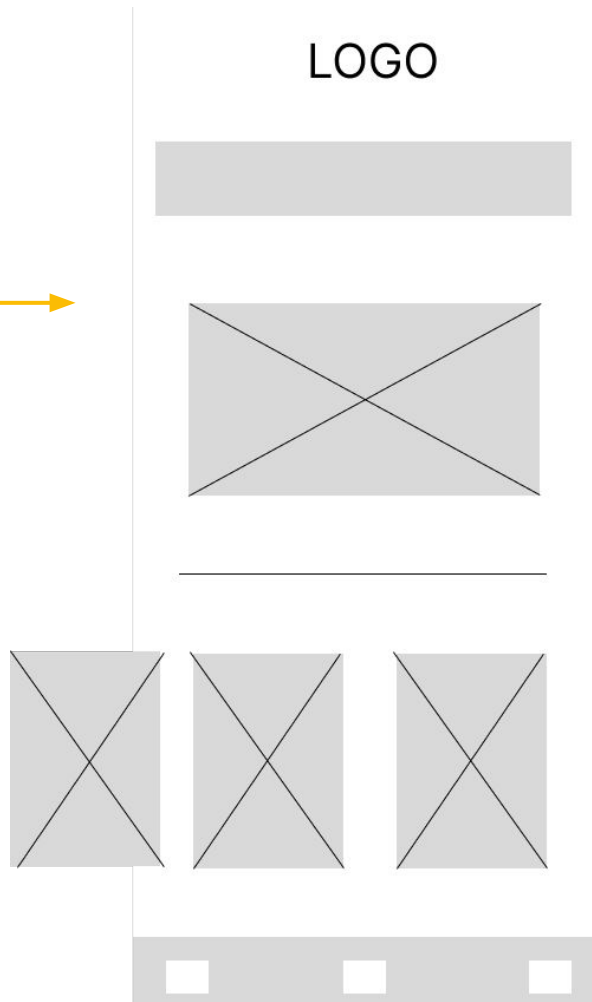
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

THE SLIDING  
BAR SHOWS  
THE TRENDING  
ITEMS



USERS CAN  
VIEW ITEMS BY  
SORT

# Digital wireframes

I put forward the user's accessibility to change or modify their preference any time

USERS CAN  
EDIT THEIR  
LOCATION



## CART

DELIVERY ADDRESS

PAYMENT METHOD

USERS CAN  
SELECT THEIR  
PAYMENT  
METHOD



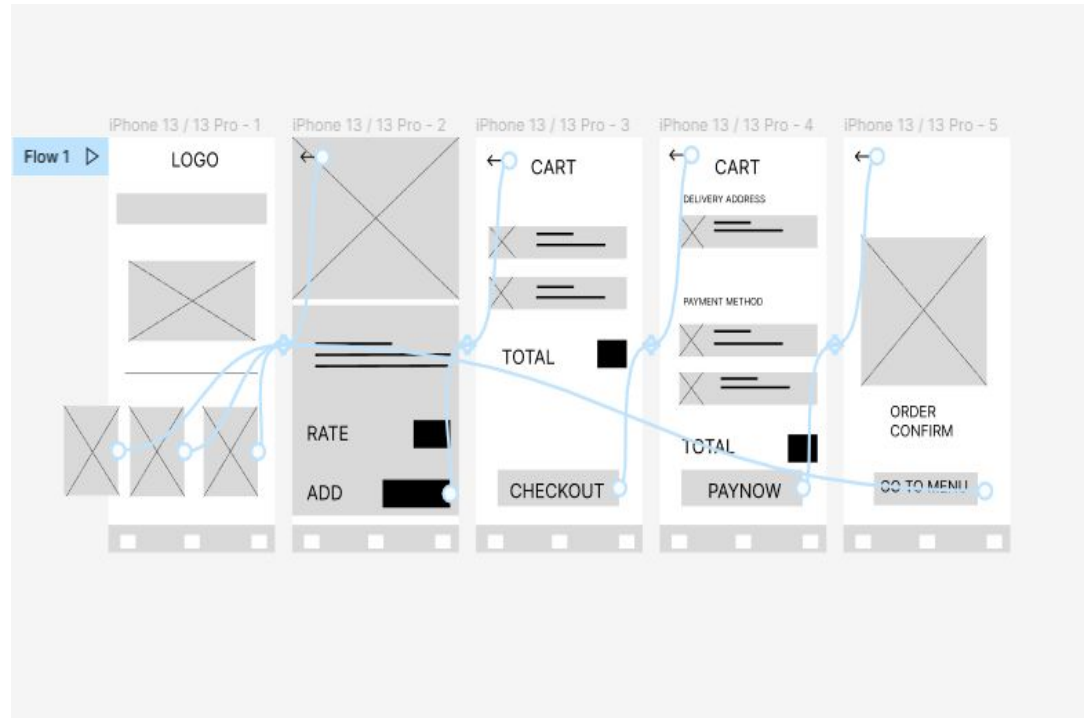
TOTAL



PAYNOW

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a gadget, so the prototype could be used in a usability study.



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 User want cool design
- 2 User wants the items to be big while viewing
- 3 User wants a icon to check stores nearby

## Round 2 findings

- 1 The checkout process is difficult
- 2 Need a payment confirmation page

## Refining the design

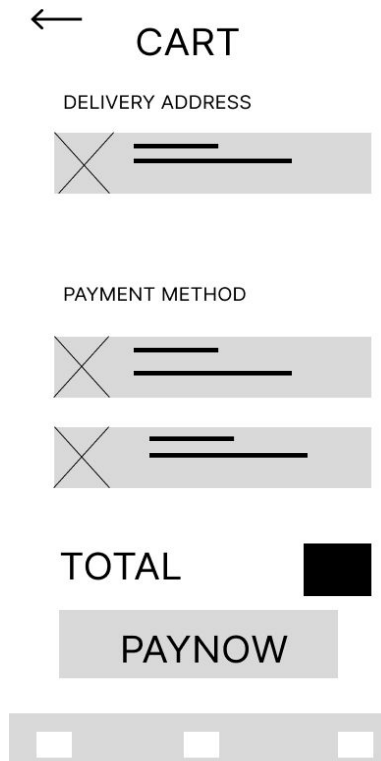
- Mockups
- High-fidelity prototype
- Accessibility



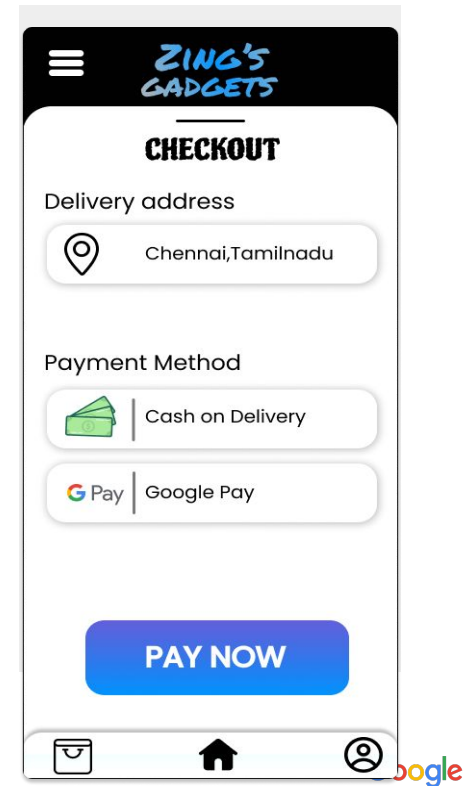
# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose gadgets** also revised the design so users see **all the customization options** when they first land on the screen.

Before usability study



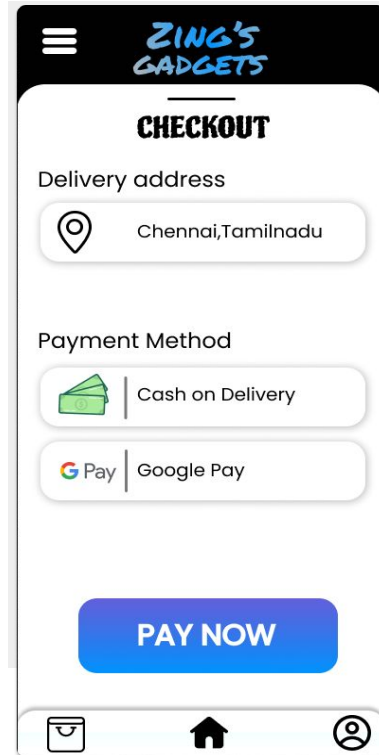
After usability study



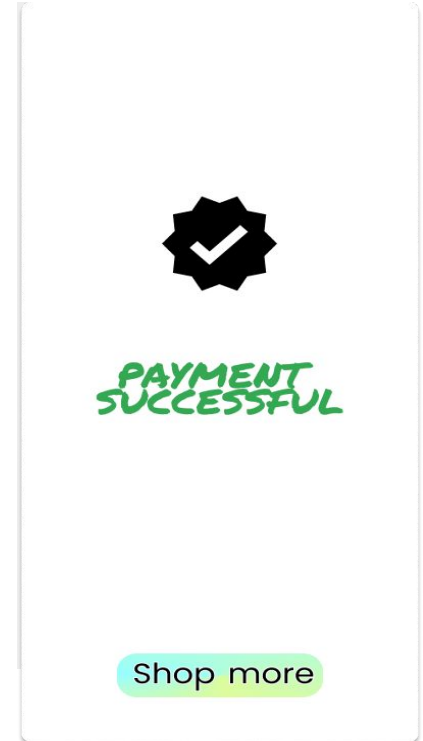
# Mockups

After the payment process  
The menu page appears  
without any confirmation,  
so i have added an  
confirmation page for the  
user about the payment  
and its details.

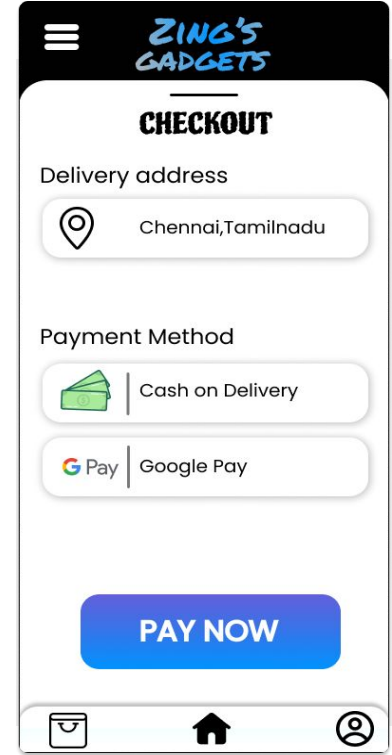
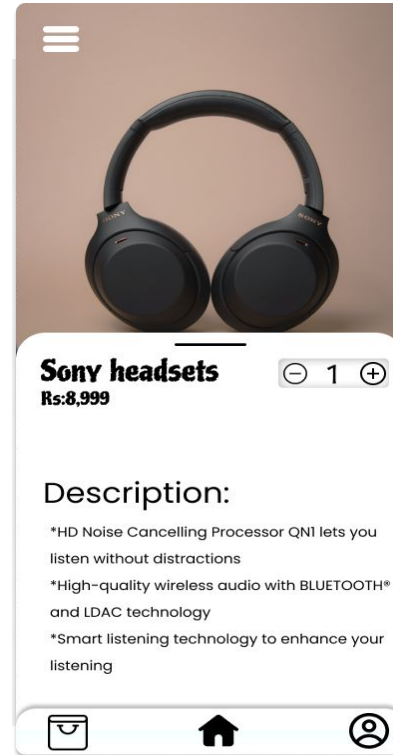
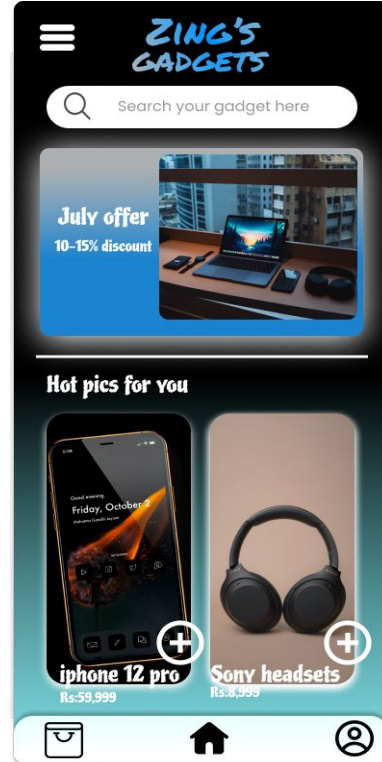
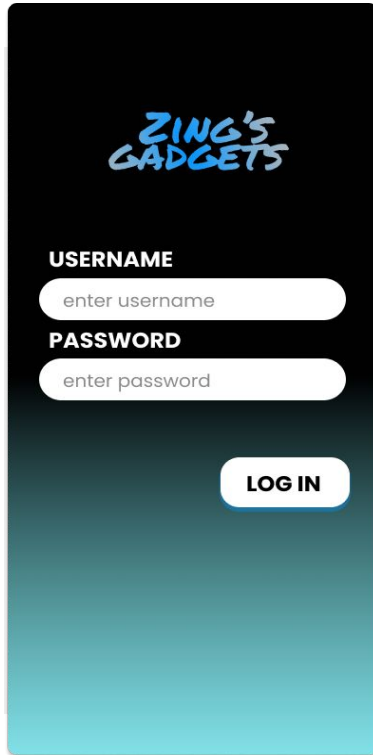
Before usability study



After usability study



# Mockups

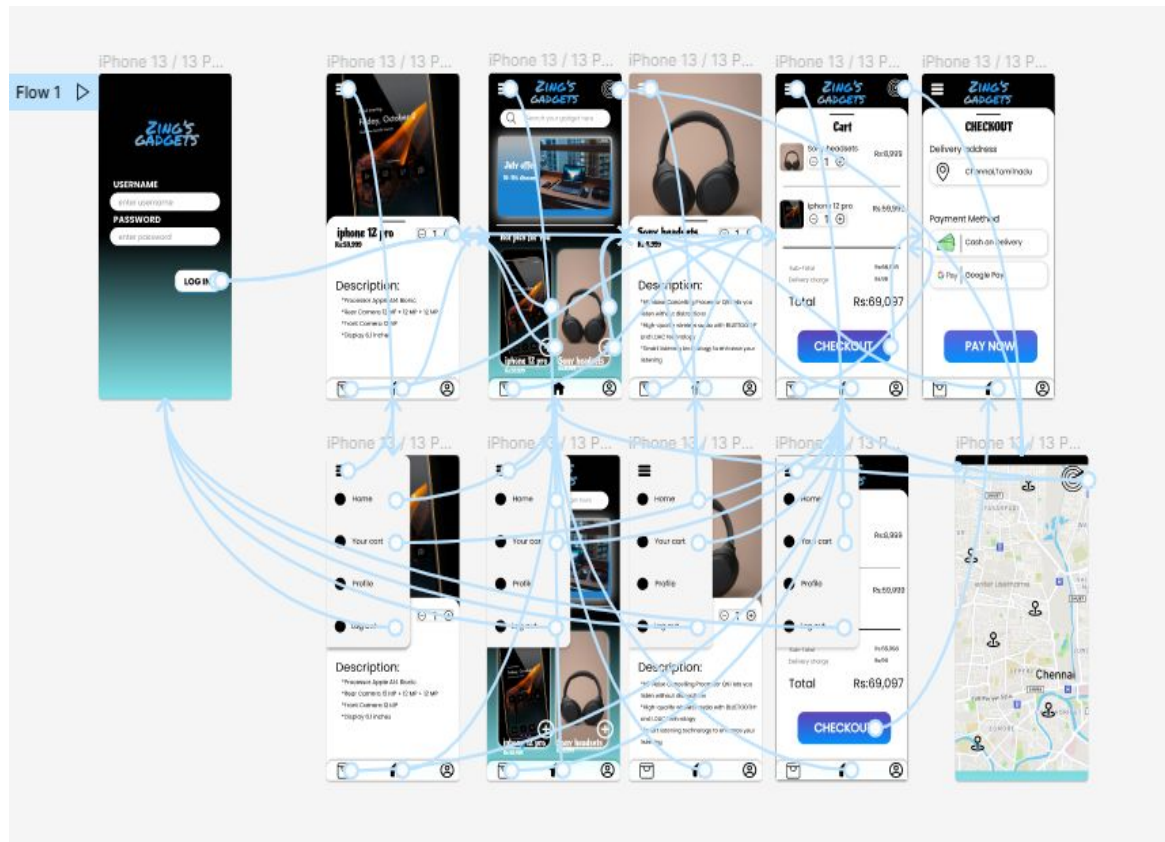


# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for nearby shops and checkout. It also meet user needs for a pickup or delivery option as well as return policy..

To view zing's gadgets

[High fidelity prototype](#)



# Accessibility considerations

1

Used icons to help make navigation easier.

2

Used radar symbol to view nearby shops.

3

Fluid response high fidelity prototype

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like Zing's Gadgets really thinks about how to meet their needs.

One quote from peer feedback:

*"The app made it so easy and interact with the user to track nearby shops and easy to return policy".*



## What I learned:

While designing the Zig's Gadgets app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.



# Let's connect!



Thank you for your time reviewing my work on the Zing's Gadgets app! If you'd like to see more or get in touch, my contact information is provided below.

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