

SHOPPE – E-Commerce App Redesign

Step 1: Problem Statement

Many users abandon shopping carts due to confusing navigation and lengthy checkout processes.

Step 2: Research & User Understanding

- Target Audience: College students and professionals (18–35)
- User Persona: Aisha Patel, Marketing Executive
- Pain Points: Slow checkout, unclear filters, poor navigation

Step 3: Information Architecture & Wireframes

Step 4: Visual Design & Prototype

View my prototype here:

 [Figma Prototype Link](#)

Step 5: Usability & Interaction Design

- Simplified checkout flow (3 → 2 steps)
- Improved navigation and accessibility
- Added product filters and clear categories

Tools Used

- Figma – Design & Prototype
- FigJam – User Flow & Persona Mapping
- Miro – Brainstorming
- Google Forms – Survey

Learnings & Reflection

I learned to design user-centered e-commerce experiences, simplify interactions, and test usability efficiently.