go back

URBAN OWL

This project aimed to design a mobile shopping app that revolutionizes the online shopping experience by introducing a custom try-on feature. The goal was to address the common frustration of online shoppers who struggle to visualize how clothes will fit.

UX Case Study

Duration:

7th July - 17th August
(6 weeks)

NEW ARRIVALS
Up To 70%
EXPLORE NOW
URBAN
OWL
loading
Select items

Problem Statement

Online shoppers struggle to visualize fit. This leads to higher return rates, customer dissatisfaction, and a negative shopping experience

Objectives & Goals

- Develop a mobile app that enables users to virtually try on clothes in real-time.
- Improve user satisfaction and reduce return rates.
- Enhance the overall online shopping experience.

Responsibility

- Develop custom try-on feature.
- Create visually appealing interface.
- Conduct user research and testing.

Tools

- Figma
- Adobe XD
- Lucidchart

Our Process

Discover

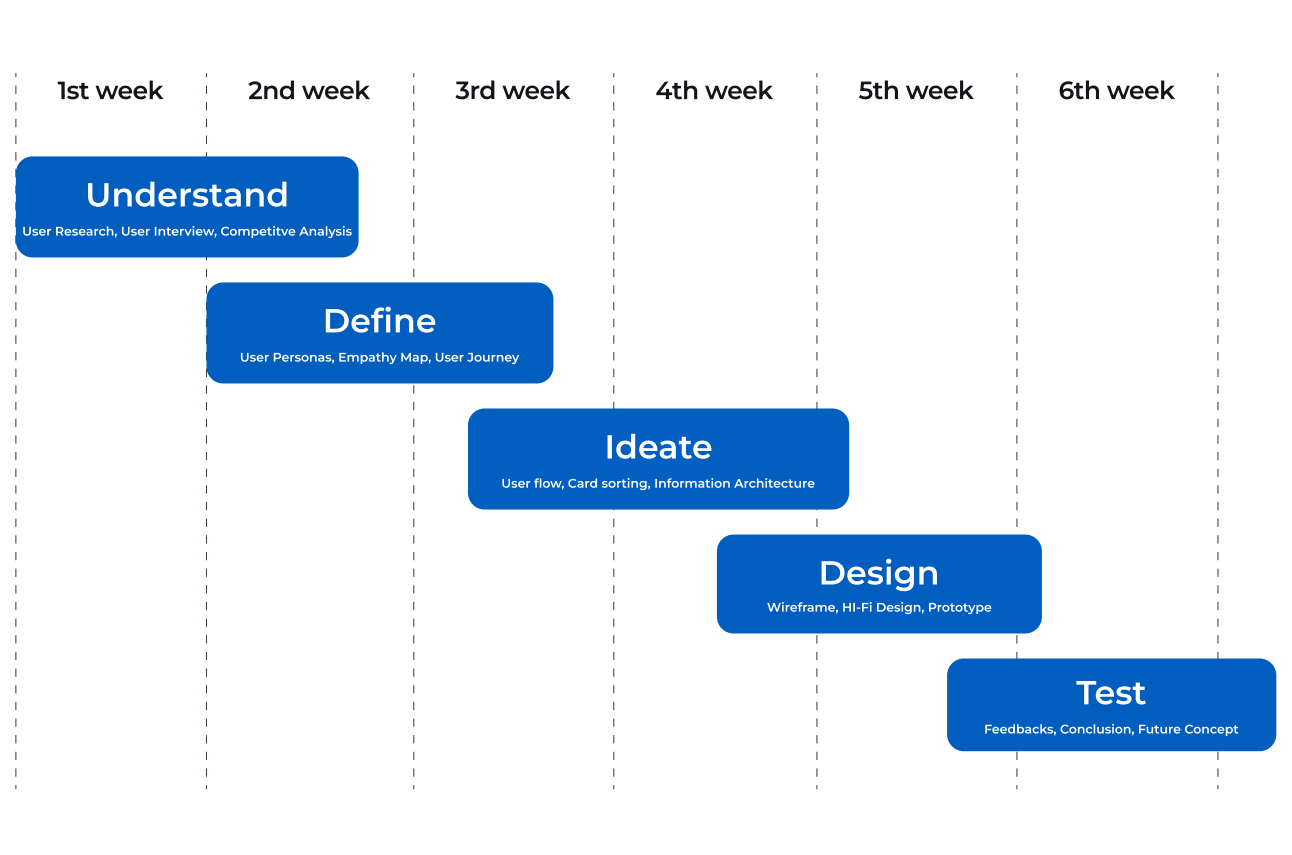
Define

Ideate

Design

Design

Design Timeline


1st week
2nd week
3rd week
4th week
5th week
6th week
Understand
User Research, User Interview, Competitive Analysis
Define
User Personas, Empathy Map, User Journey
Ideate
User flow, Card sorting, Information Architecture
Design
Wireframes, Hi-Fi Design, Prototype
Test
Feedbacks, Conclusion, Future Concept

Target Audience

The target audience for this app includes fashion-conscious individuals aged 18-35 who frequently shop online.

- Fashion-conscious individuals
- Online shoppers
- People who struggle with online sizing

Business Challenges

- Rendering garments realistically in a virtual environment.
- Nunc sagittis amet fames amet
- Overcoming technical limitations for optimal user experience.
- Integrating seamlessly with existing e-commerce platforms.
- Achieving accurate body measurement replication.

User Research

To gain insights into user needs and pain points, I conducted the following research methods:

- User interviews with 10 individuals to understand their online shopping habits and challenges.
- Surveys with participants to gather quantitative data on shopping preferences and behaviors.
- Competitive analysis of existing fashion apps to identify industry best practices and potential gaps.

Unique Feature

- Core Try-On Functionality: Basic virtual fitting room experience.
- Avatar Creation: Simple avatar creation for accurate fit representation.
- Mobile-First Experience: Optimized user interface for seamless mobile shopping.

Key Findings

- Users expressed frustration with inaccurate sizing charts and difficulty visualizing how clothes would look on them.
- Many users relied on reviews and recommendations from friends or influencers before making purchases.
- There was a strong desire for a more personalized and interactive shopping experience.

Pain Points

- Uncertainty in sizing and fit: Difficulty in determining the correct size and how clothing will actually look on the body.
- High return rates: Inconvenience and cost associated with returning ill-fitting items.
- Wasted time and effort: Spending excessive time browsing and purchasing items that don't fit.

Product User Challenges

- Sizing Inconsistency: Difficulty finding correct fit due to varying sizing standards across brands.
- Visualizing Product Fit: Unable to accurately imagine how clothing will look on their body.
- Limited Product Options: Lack of diverse sizing and style choices.

Competitive Analysis

Company Name	Urban owl	Company 2	Company 3
Custom Try On	✓	✗	✗
Virtual Stylist	✓	✗	✗
Reality Try On	✓	✗	✓
User Content	✓	✓	✗
Size Inclusivity	✓	✓	✓

User Persona

Ankit
Fashion Designer

About

22
MBA
Mumbai, India
Fashion Designer

Description

Feugiat consequat quisque risus donec. Lorem sed id arcu diam adipiscing.

A day in their life

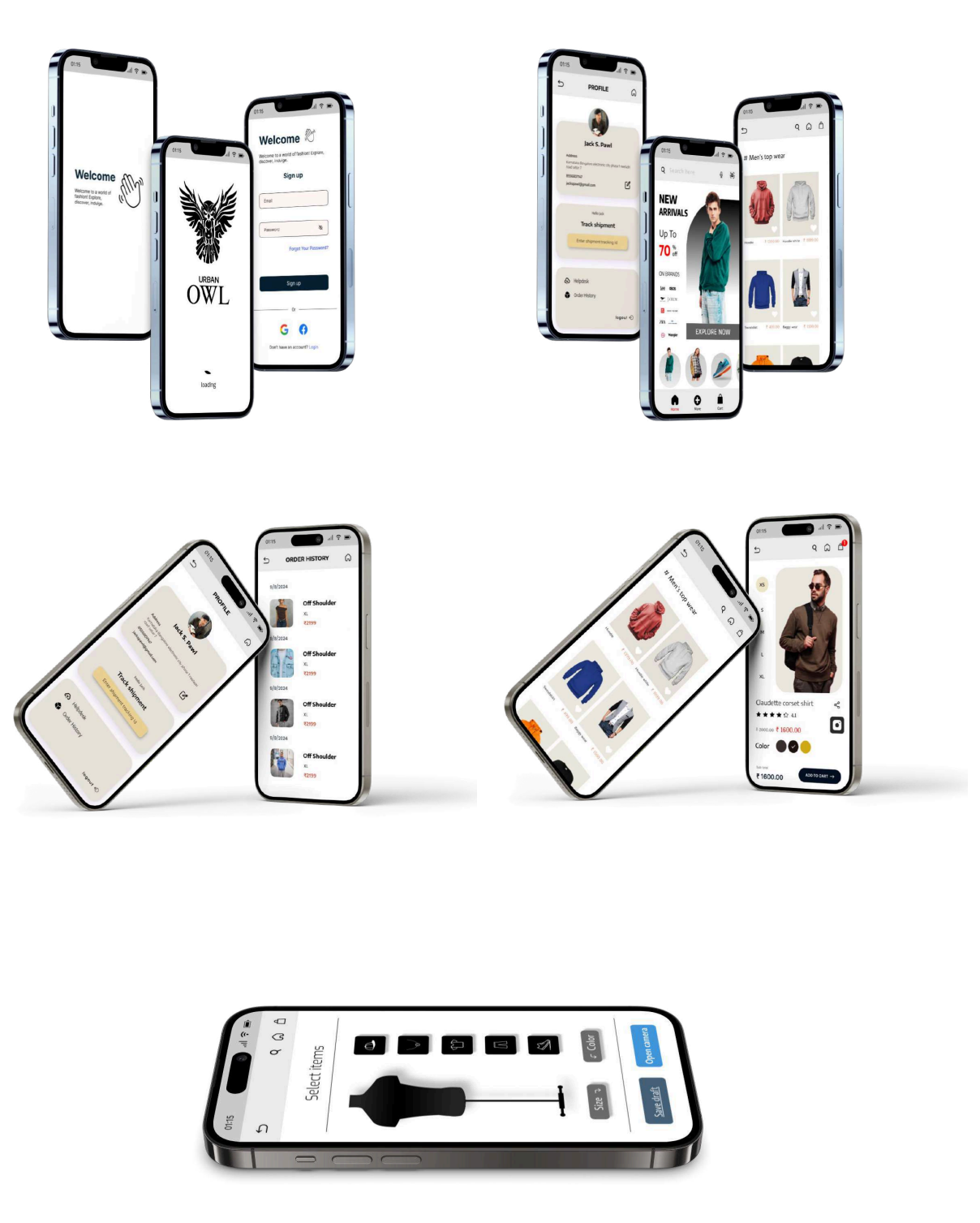
- Ankit is a fashion-forward college student with a passion for design. He spends his days attending lectures, working on design projects, and exploring the latest fashion trends. He enjoys hanging out with friends, attending campus events, and shopping for trendy clothes.

Pain points

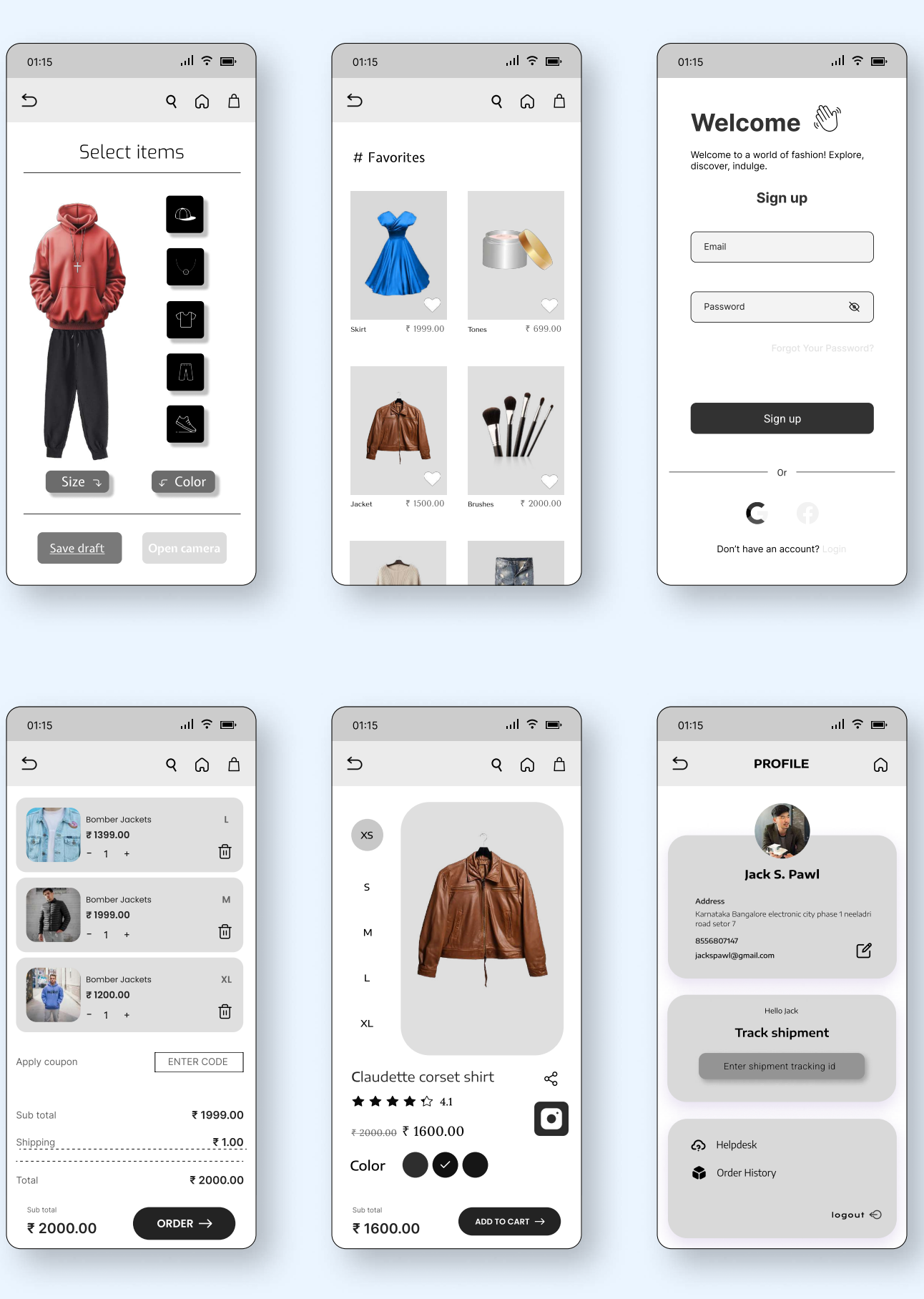
- Difficulty finding clothes that fit well
- Time-consuming shopping trips
- Limited access to trendy and affordable fashion

By understanding Ankit's needs and challenges, we can tailor our virtual try-on app to provide a seamless and enjoyable shopping experience.

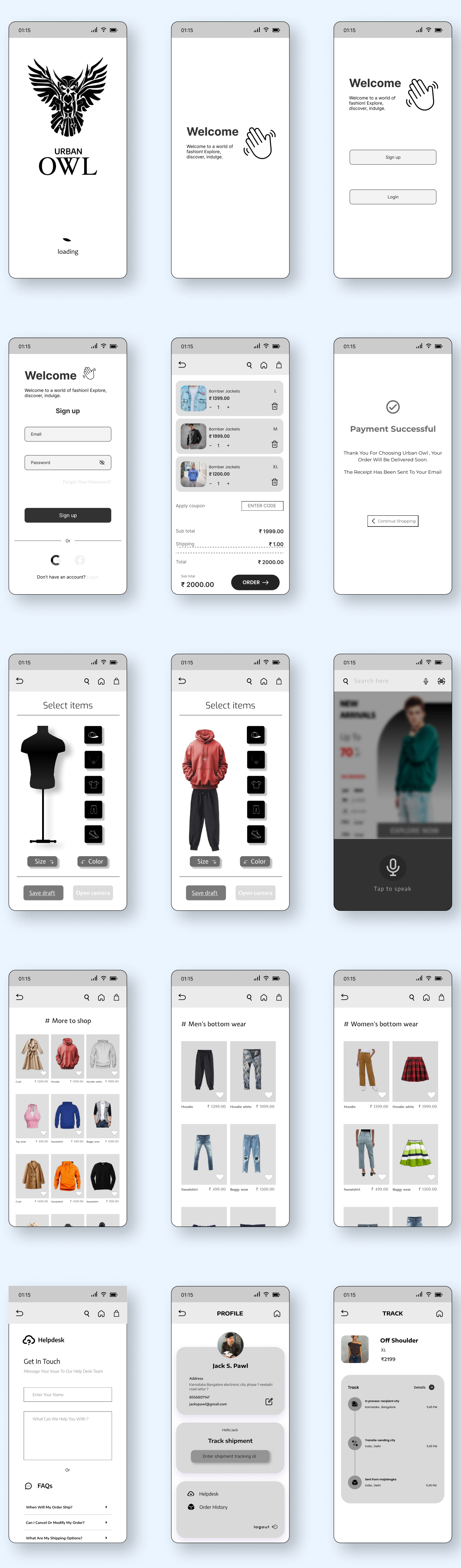
Mockups



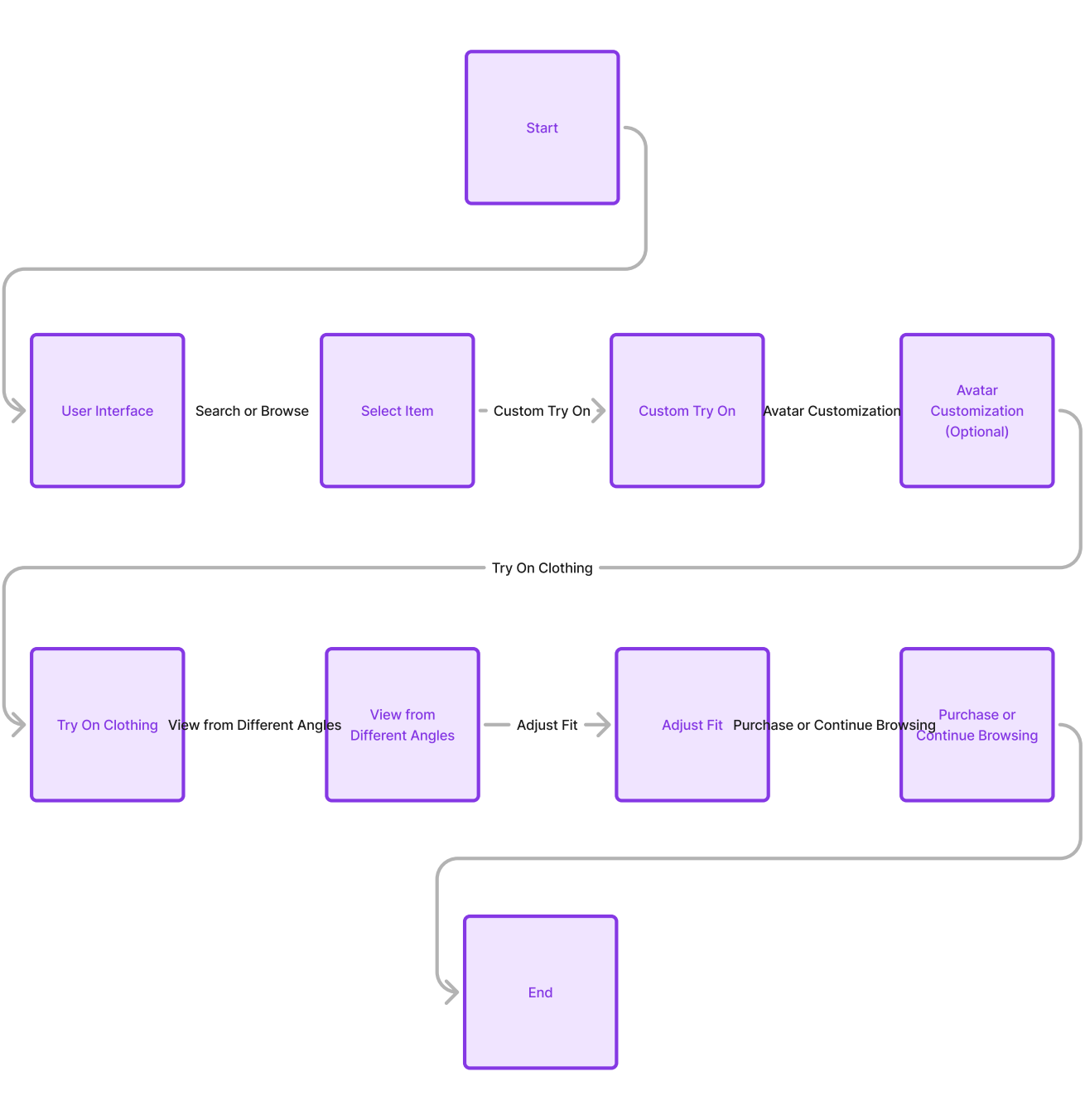
Major Screens


01:15
Select items
Size
Color
Save draft
Open camera
# Favorites
Skirt ₹ 1999.00
Tones ₹ 699.00
Jacket ₹ 1500.00
Brushes ₹ 2000.00
Welcome
Welcome to a world of fashion! Explore, discover, indulge.
Sign up
Email
Password
Forgot Your Password?
Sign up
Or
Don't have an account? Login
Bomber Jackets ₹ 1399.00 L
Bomber Jackets ₹ 1999.00 M
Bomber Jackets ₹ 1200.00 XL
Apply coupon
ENTER CODE
Sub total ₹ 1999.00
Shipping ₹ 1.00
Total ₹ 2000.00
₹ 2000.00
ORDER
XS
S
M
L
XL
Claudette corset shirt
4.1
₹ 2000.00 ₹ 1600.00
Color
₹ 1600.00
ADD TO CART
PROFILE
Jack S. Pawl
Address
Karnataka Bangalore electronic city phase 1 neeladri road selor 7
8556807147
jackspawl@gmail.com
Hello Jack
Track shipment
Enter shipment tracking id
Helpdesk
Order History
logout

Screens


01:15
URBAN
OWL
loading
Welcome
Welcome to a world of fashion! Explore, discover, indulge.
Sign up
Login
Email
Password
Bomber Jackets
₹ 1399.00
₹ 1999.00
Payment Successful
Thank You For Choosing Urban Owl, Your Order Will Be Delivered Soon.
Select items
Size
Color
Tap to speak
# More to shop
# Men's bottom wear
# Women's bottom wear
Helpdesk
Get In Touch
Message Your Issue To Our Help Desk Team
Enter Your Name
What Can We Help You With ?
Or
FAQs
When Will My Order Ship?
Can I Cancel Or Modify My Order?
What Are My Shipping Options?
PROFILE
Jack S. Pawl
Track shipment
Enter shipment tracking id
Helpdesk
Order History
logout
TRACK
Off Shoulder
XL
₹2199
Track
Details
In process-recipient city
Transite-sending city
Sent from majalengka

Information Architecture


Start
User Interface
Search or Browse
Select Item
Custom Try On
Custom Try On
Avatar Customization
Avatar Customization (Optional)
Try On Clothing
Try On Clothing
View from Different Angles
View from Different Angles
Adjust Fit
Adjust Fit
Purchase or Continue Browsing
Purchase or Continue Browsing
End

Testing

Usability Testing:

Usability tests were conducted with a group of participants to evaluate the app's usability and identify any potential issues. Participants were asked to complete specific tasks while their interactions were observed and recorded.

Feedback & Iterations:

User feedback was carefully analyzed to identify areas for improvement. Design changes were implemented based on the findings, such as optimizing button placement, clarifying instructions, and enhancing visual clarity.

Ideation

Brainstorming & Sketching:

I conducted brainstorming sessions to generate ideas for the app's features and functionalities. Initial sketches focused on the core concept of the custom try-on feature and the overall app flow.

Information Architecture:

To organize the app's content and structure, I created sitemaps and information architecture diagrams. This helped define the navigation and hierarchy of different sections within the app.

Wireframes:

Low-fidelity wireframes were created to visualize the basic layout and interaction flow of the app's screens. These wireframes focused on the core user flows, such as product browsing, custom try-on, and checkout.

Design

UI Design:

High-fidelity designs were developed based on the wireframes, incorporating visual elements, typography, and color schemes that aligned with the app's brand identity. The focus was on creating a clean, intuitive, and visually appealing interface.

Prototyping:

Interactive prototypes were created using figma to simulate the app's functionality and user experience. This allowed for testing and iteration before development.

Design Iterations:

Throughout the design process, I conducted usability testing and gathered feedback from users to refine the design. Iterations were made to improve the clarity of information, ease of use, and overall user experience.

Final Design & Solution

Final Mockups:

High-fidelity mockups showcasing the final design were created, including detailed screens for all key features and functionalities.

Design System:

A design system was established to ensure consistency and efficiency in the design process. This included defining color palettes, typography, iconography, and UI components.

Outcome:

The final design successfully addressed the problem of online shoppers' uncertainty about fit by providing a realistic and engaging custom try-on experience. The app's intuitive interface and visually appealing design contributed to a positive user experience.

Reflection

Lessons Learned:

Throughout the project, I learned the importance of conducting thorough user research to gain deep insights into user needs and behaviors. Iterative design and user testing were crucial in refining the app's functionality and usability.

Future Improvements:

Potential improvements include integrating augmented reality technology for an even more immersive try-on experience, expanding the product catalog, and incorporating personalized recommendations based on user preferences.

Takeaways:

This project reinforced the value of human-centered design and the importance of understanding user needs. By focusing on creating a solution that truly solves a problem, I was able to deliver a product that exceeds user expectations.

Conclusion

This case study demonstrates the design process for a mobile shopping app that revolutionizes the online shopping experience with a custom try-on feature. By addressing the challenges faced by online shoppers and incorporating user feedback, the app successfully improves user satisfaction and enhances the overall shopping journey.

Style Guide

Primary Color

#000000

Shades

Tints

Secondary Color

#E8DAB9

Shades

Tints

Iconography

Outline

Bold

Thank you for viewing

Reach out via email: ritulbhoj111@gmail.com