Design Brief

You are required to design screens as a concept for a mobile application. The client is an online retailer who is looking to redesign their mobile app, existing users complained the app was too hard to navigate and the check-out process was especially difficult. The client is focusing on the iOS application first.

Requirements:

- ❖ Create a set of UI wireframes (high fidelity)
- ❖ Logo Design

The application needs to have the following functionalities (as a minimum)

- ❖ User Login/Registration
- ❖ Item display/search results page
- ❖ Checkout

Bonus Points

- ❖ User Journey
- ❖ Working Prototype
- ❖ Competitor analysis
- ❖ Personas
- ❖ User research
- ❖ Additional features