

USER CENTRIC DESIGN

GROUP - 26
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PROJECT OVERVIEW

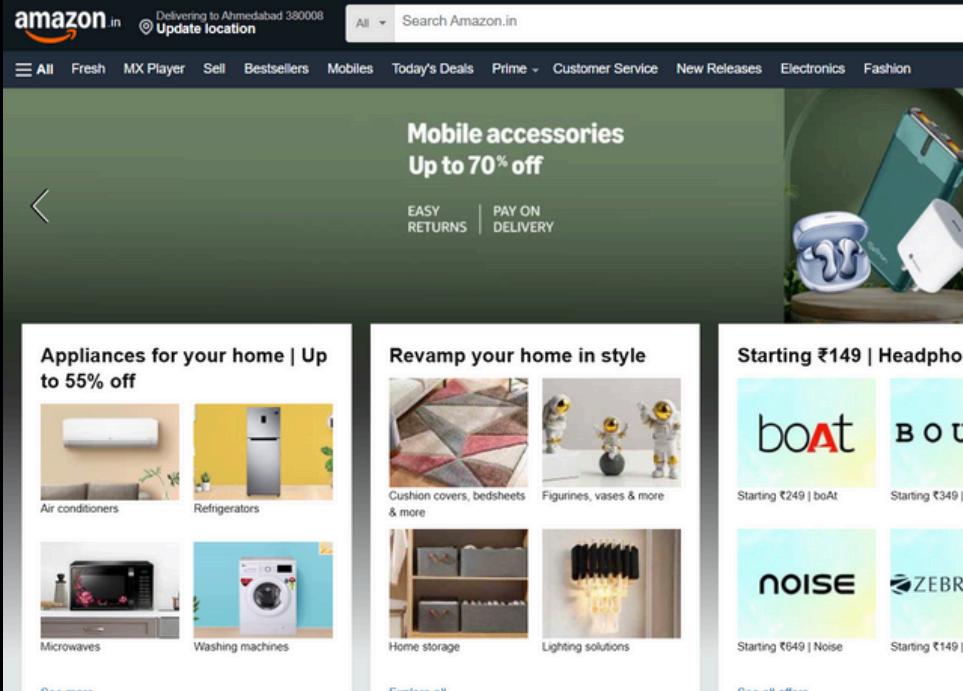
Shoppers find it hard to get outerwear and mobile accessories that match their style, budget, and needs while staying safe and easy to use. Fashion lovers want new trends, budget shoppers need good quality at low prices, and rural buyers struggle with delivery. Privacy-conscious users want safe payments, multi-language users need local support, tech fans want early access to gadgets, and eco-friendly buyers look for sustainable products. A simple, secure, and user-friendly shopping app will solve these problems with a wide product range, easy navigation, trusted sellers, and multiple payment options.

The app's design will be easy to use, modern, and smooth. The homepage will have personalized suggestions, a smart search bar, and filters to help users find what they need. Navigation will be simple and clear, making shopping fast and enjoyable.

The product page will have good pictures, detailed info, ratings, and reviews to help buyers decide. A comparison tool will help budget shoppers, while a one-click checkout with secure payments will make buying easy. The app will support many languages, have a dark mode, and offer real-time order tracking.

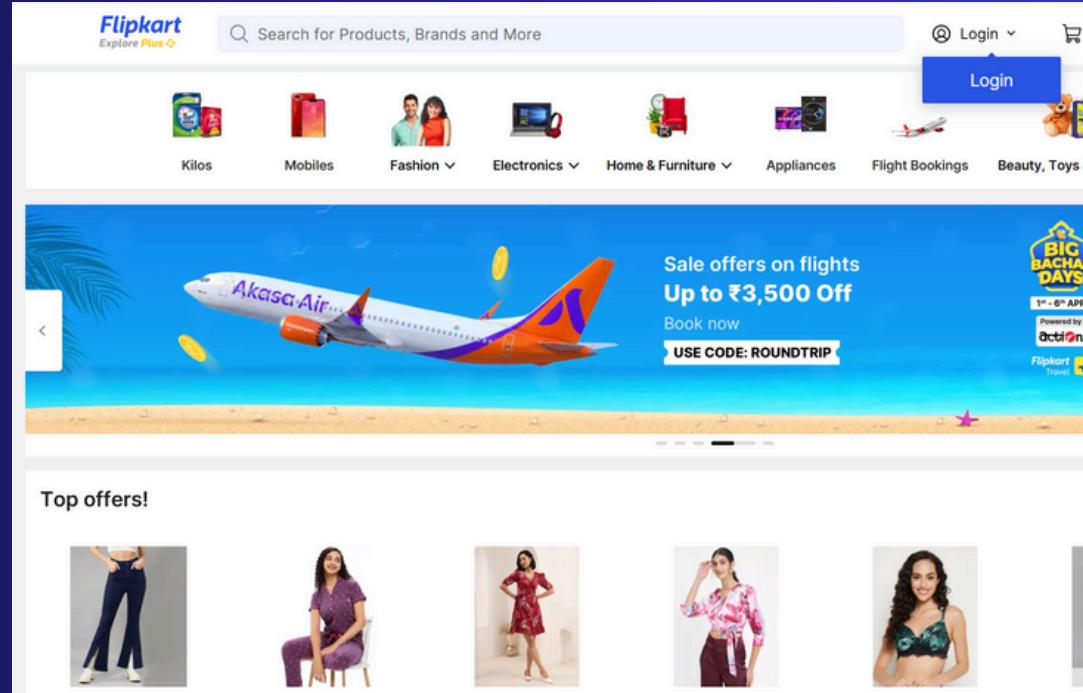
To help different users, the app will have offline browsing for rural areas, a "New Arrivals" section for tech fans, and a filter for eco-friendly products. The design will be fast, smooth, and mobile-friendly, ensuring a simple, stress-free shopping experience from start to finish.

COMPETITIVE ANALYSIS



AMAZON

- A global online marketplace offering a wide range of products with fast delivery and multiple payment options.



FLIPKART

- An Indian e-commerce platform offering a variety of products with competitive pricing and quick delivery options.

USER SURVEY

**SURVEYED PEOPLE AGE 18 ONWARDS, MAJORLY LIVING IN
METROPOLITAN CITIES,**

QUESTIONNAIRE:

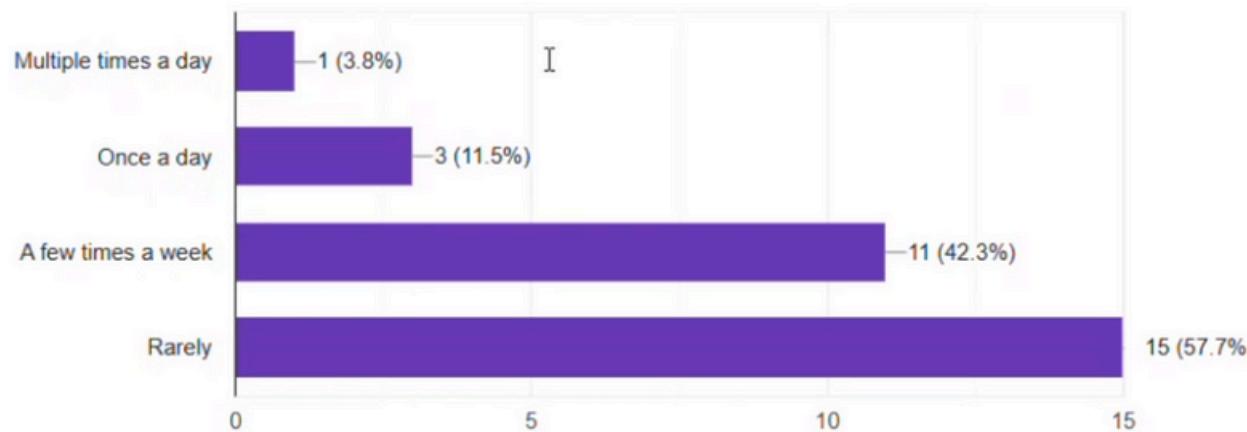
- How often do you use shopping apps like Amazon, Flipkart or eBay?
- How do you prefer to discover products in a shopping app?
- What influences your decision to buy a product online?
- How do you prefer to track your orders?
- What makes you feel secure about shopping on an e-commerce app?
- What type of products do you usually purchase through shopping apps?
- What type of navigation do you prefer in an e-commerce app?
- What do you dislike most about e-commerce apps?
- What payment options do you prefer in e-commerce apps?
- What's the most important feature for you during checkout?

SURVEY RESULTS

How often do you use shopping apps like Amazon, Flipkart, or eBay?

26 responses

 Copy chart



- The majority of users (57.7%) rarely use shopping apps, while 42.3% shop a few times a week. Very few users (15.3%) shop daily or multiple times a day, indicating low frequent engagement.

What type of products do you usually purchase through shopping apps?

26 responses

 Copy chart



- Fashion and accessories are the most purchased category (53.8%), followed by electronics (50%) and home essentials (38.5%). Groceries and other items have lower demand, indicating users prioritize lifestyle and tech products on shopping apps.

DESIGN STATEMENT

- To address the diverse needs of fashion and tech shoppers, the app should be designed to cater specifically to users seeking outerwear that align with their style, budget, and preferences. The app shall provide a personalized, secure, and user-friendly shopping experience with intuitive navigation, trusted seller ratings, and multiple payment options. By focusing on these design elements, the app will enhance convenience, accessibility, and trust, redefining the online shopping experience for both fashion-conscious and tech-savvy consumers.

USER PERSONA



*"Wellness in every cart,
happiness in every heart"*

AGE	32
OCCUPATION	Marketing
LOCATION	Mumbai, India
EDUCATION	B.Arts

PASSIONATE

EMPATHETIC

CURIOUS

ADVENTUROUS

Sneha Kapoor

BIO

Sneha is a 32-year-old marketing executive from Mumbai, India. She leads a busy life but loves shopping for stylish clothes, fitness gear, and the latest tech gadgets. She prefers high-quality products that offer value for money and enjoys discovering trendy fashion items, mobile accessories, and innovative electronics. Sneha seeks a seamless online shopping experience with fast delivery, secure payment options, and easy returns.

GOALS

- Find stylish and comfortable outfits for work and social outings.
- Purchase premium yet affordable mobile and electronic accessories.
- Buy fitness and sports gear for an active lifestyle.

PAIN POINTS

- Struggles with finding authentic customer reviews.
- Annoyed by misleading product descriptions.
- Frustrated with inconsistent sizing and fit issues in clothing.

NEEDS

Personalized Suggestions:

- AI-based recommendations based on browsing and purchase history.

Fast & Reliable Delivery

- Timely deliveries with live tracking.

Easy Returns & Exchanges

- Simple policies with minimal effort.

SHOPPING HABITS

- Buys trendy clothes for work, travel, and special occasions.
- Shops for high-quality mobile cases, chargers, and smartwatches.
- Invests in durable sportswear and fitness equipment.

USER PERSONA



*"Optimize your health,
elevate your game"*

AGE	28
OCCUPATION	Software Engineer
LOCATION	Bengaluru, India
EDUCATION	B.Tech

Playing cricket

Exploring

Travelling

Jyot Rathod

BIO

Rohan is a tech-savvy millennial working in a leading IT company. He enjoys staying up-to-date with the latest gadgets and fashion trends. With a fast-paced work life, he often relies on online shopping to save time and discover new products.

GOALS

- Stay stylish and trendy while maintaining a professional look.
- Find high-quality products at competitive prices.
- Save time by shopping efficiently online.

PAIN POINTS

- Delayed deliveries and unclear return policies.
- Overwhelming product options without proper filters.
- Difficulty in finding authentic reviews.

NEEDS

- Looking for a design tool that helps to cut down unnecessary time and effort
- Receive feedback on her progress whenever needed before presentation

SHOPPING HABITS

- Prefers buying gadgets, electronics, and casual clothing online.
- Reviews product details and ratings before making a purchase.
- Shops during festive sales and uses discount codes frequently.

Empathy Map

- Complains about difficulty in finding products that match style and budget.
- Expresses concern about product quality and trust in sellers.

- Wants a hassle-free shopping experience with reliable product recommendations.
- Looks for secure payment options and easy return policies.

SAYS

THINKS

DOES

FEELS

- Compares product prices and reviews before purchasing.
- Uses filters and categories to find the right products quickly.
- Shares shopping experiences and reviews on social media.

- Frustrated with slow delivery and lack of availability in rural areas.
- Anxious about online payment security and potential scams.
- Excited about discounts, offers, and exclusive deals.
- Overwhelmed by too many choices and unclear product descriptions.

Mood Board



TYPOGRAPHY

Nn

Raleway

Nn

Nunito Sans

Nn

ABeeZee

COLOUR PALETTE



#4258A3



#D9E7FF

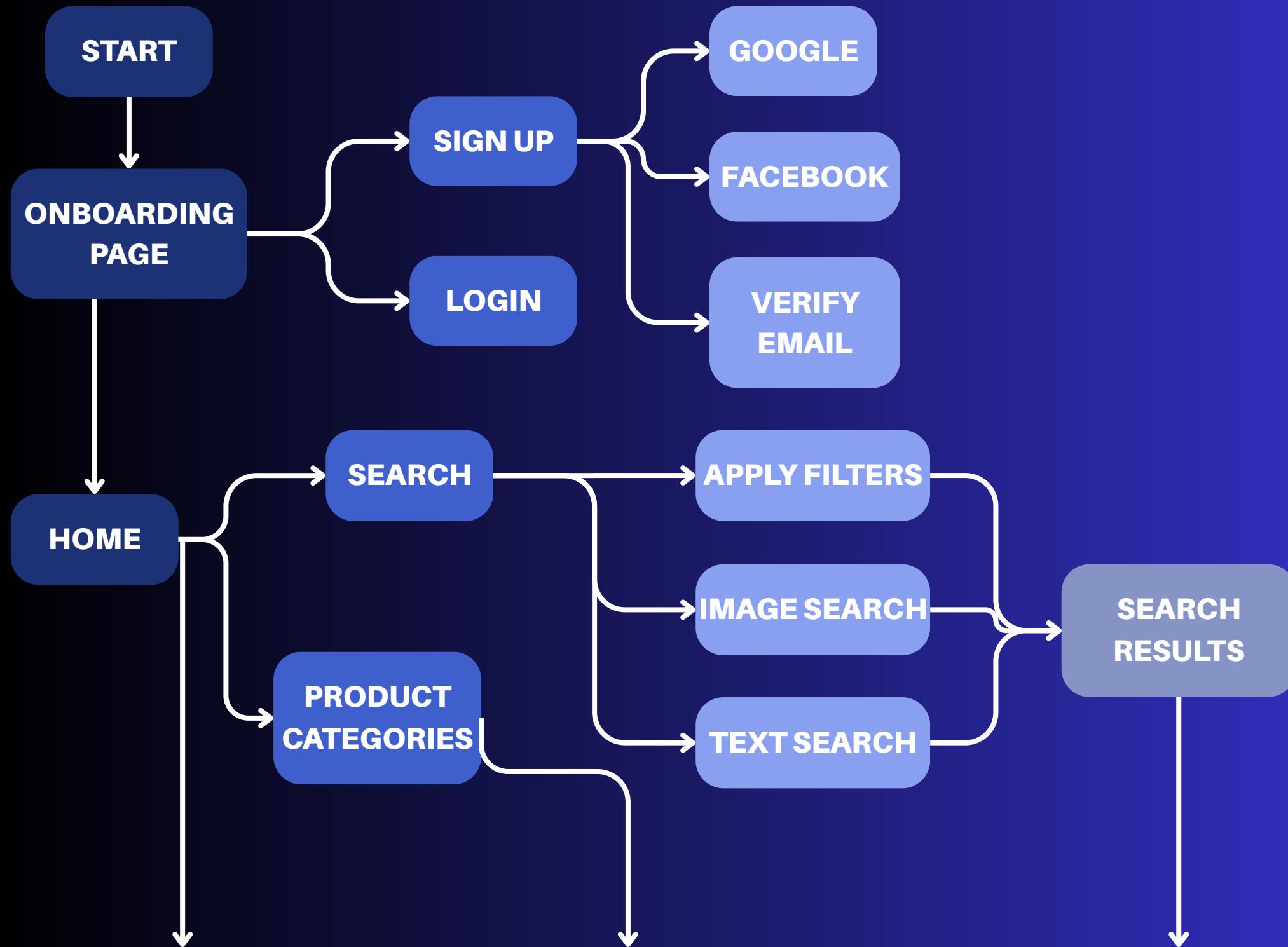


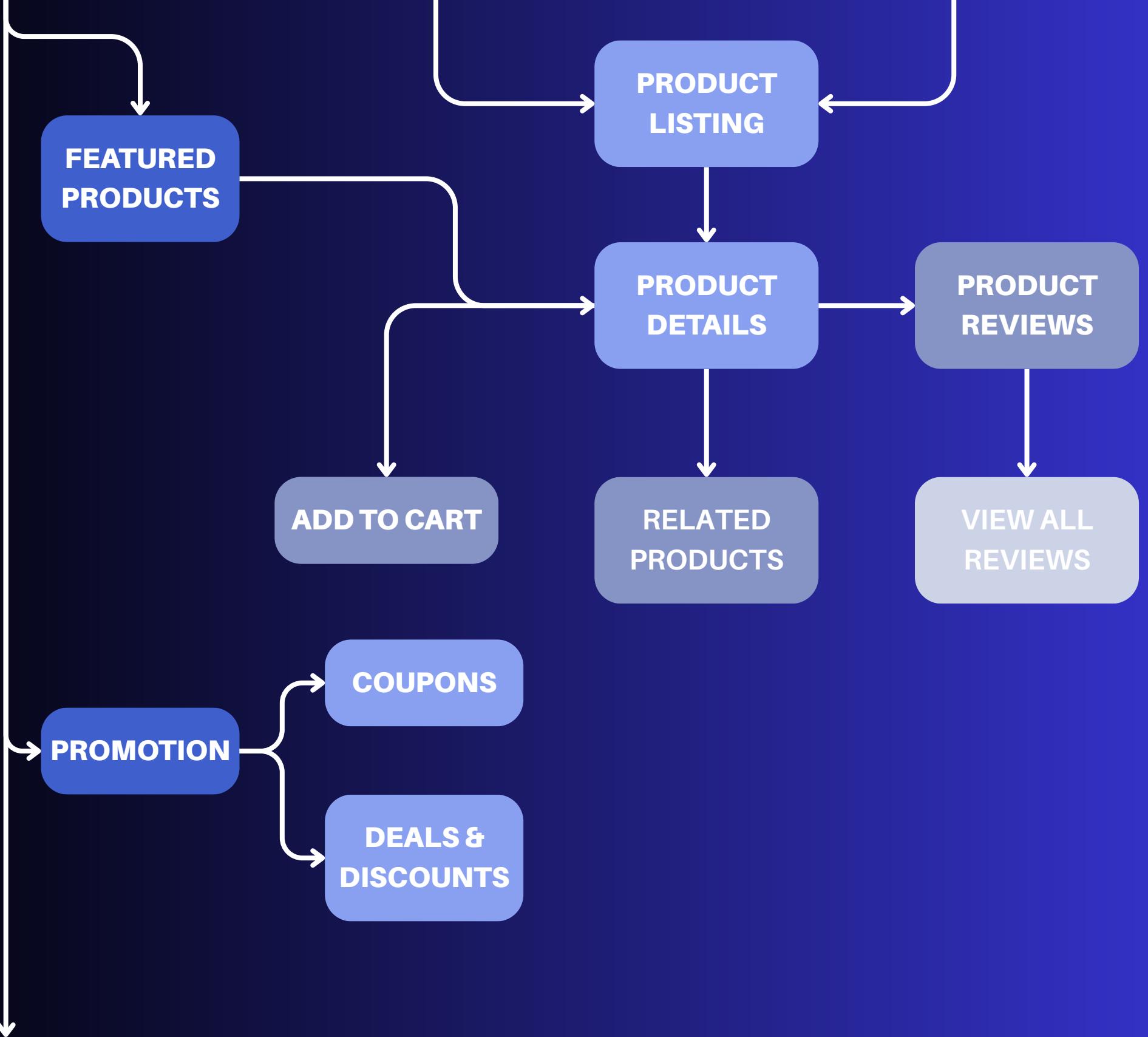
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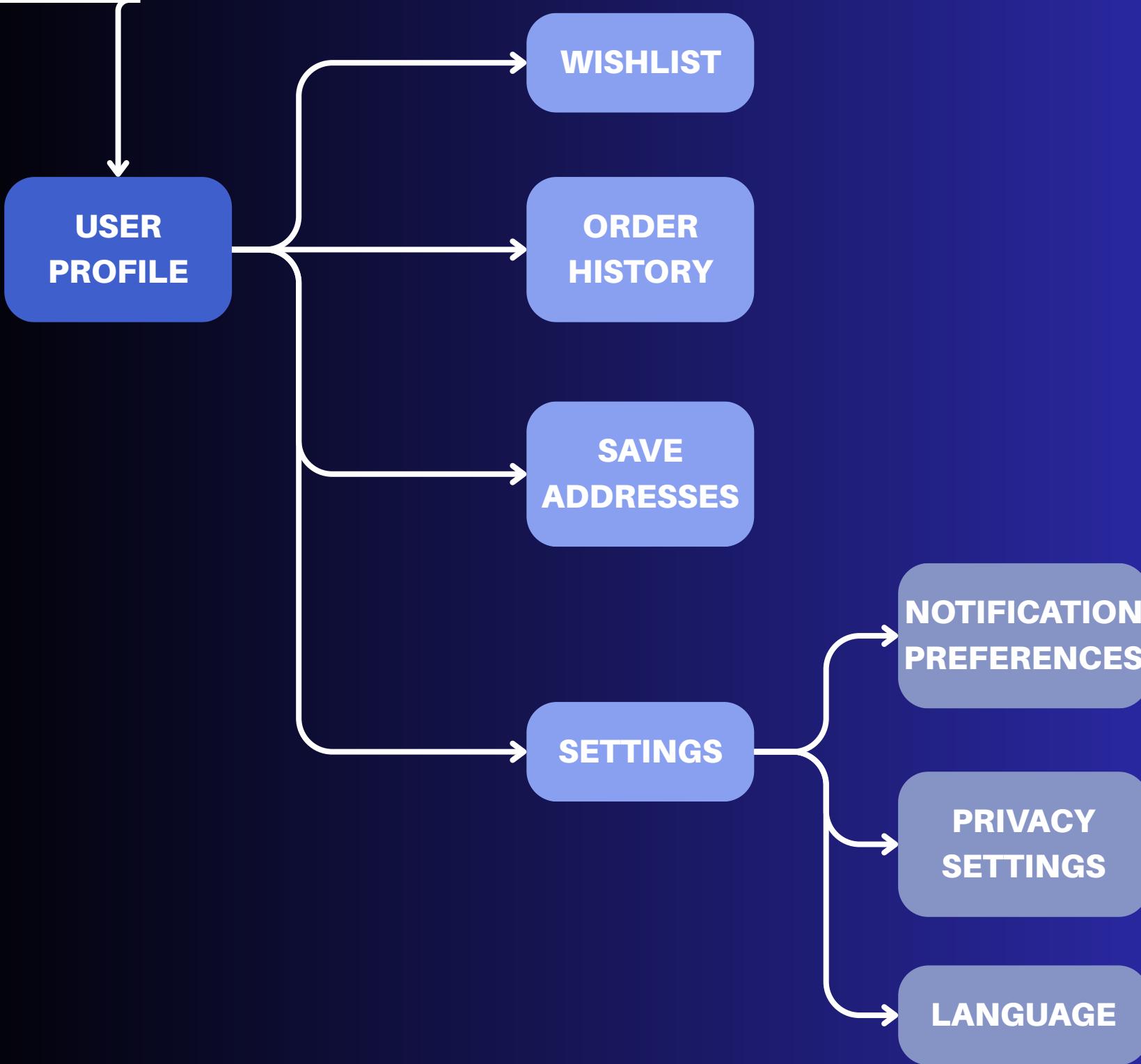


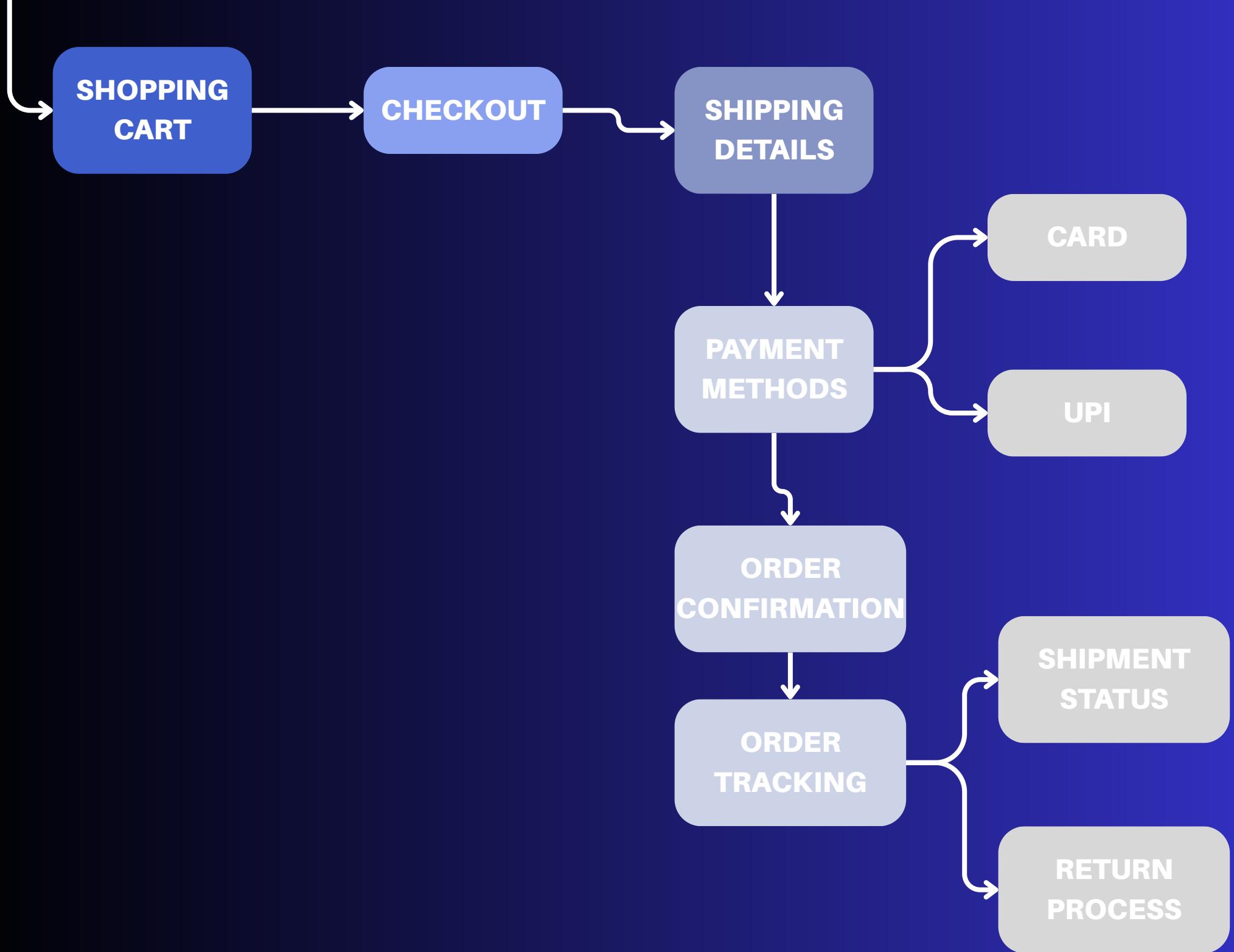
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INFORMATION ARCHITECTURE

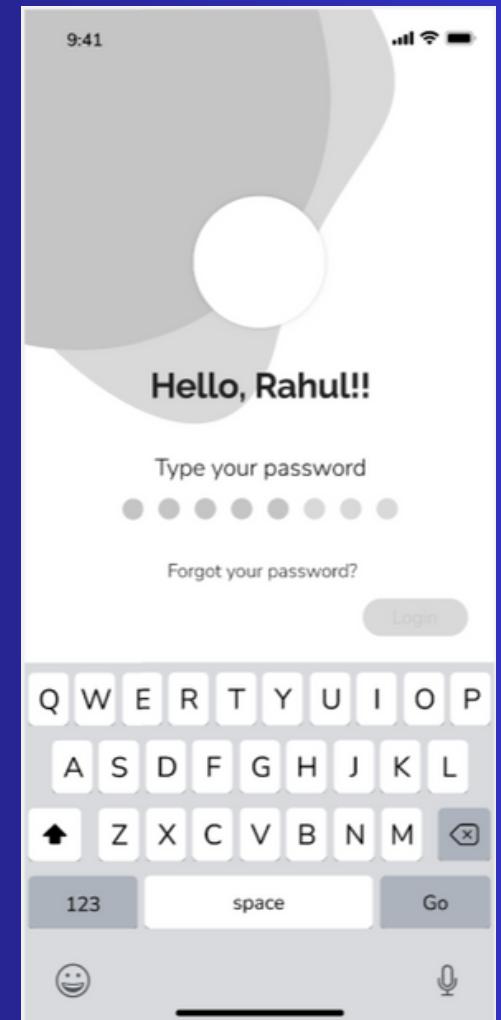
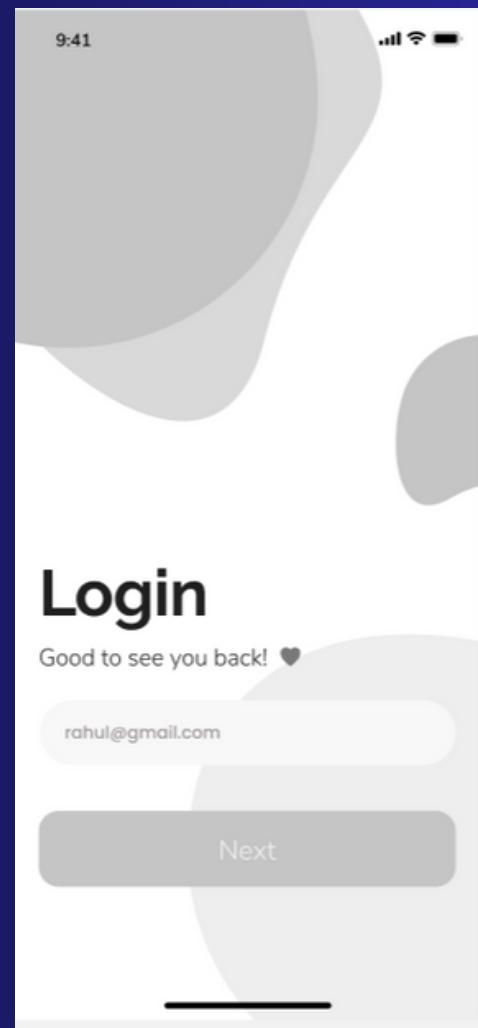
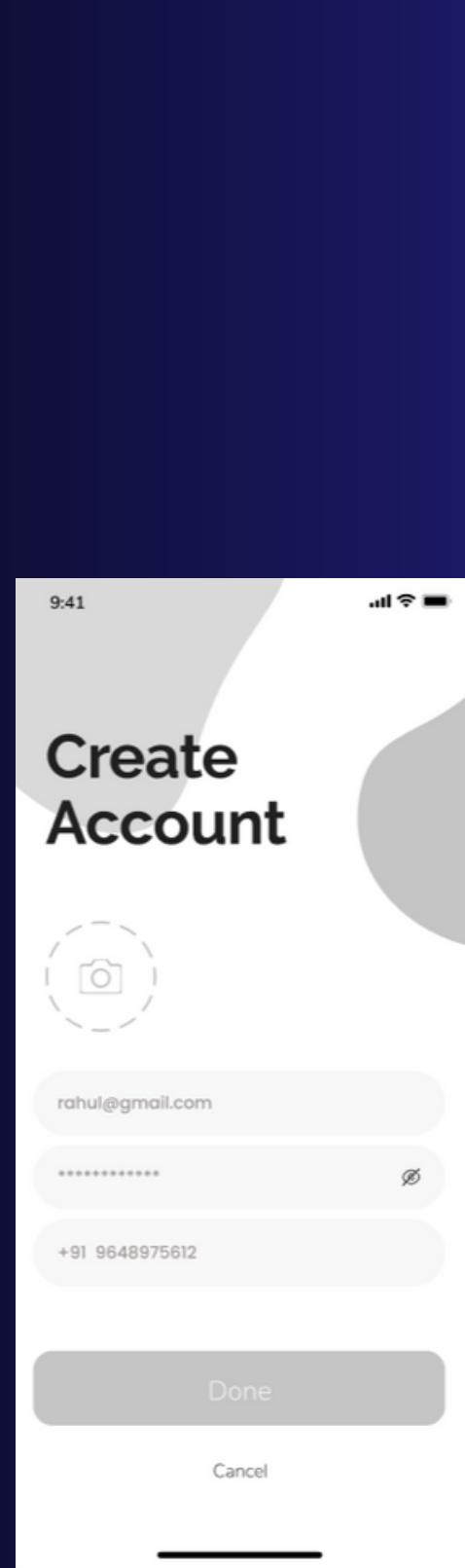
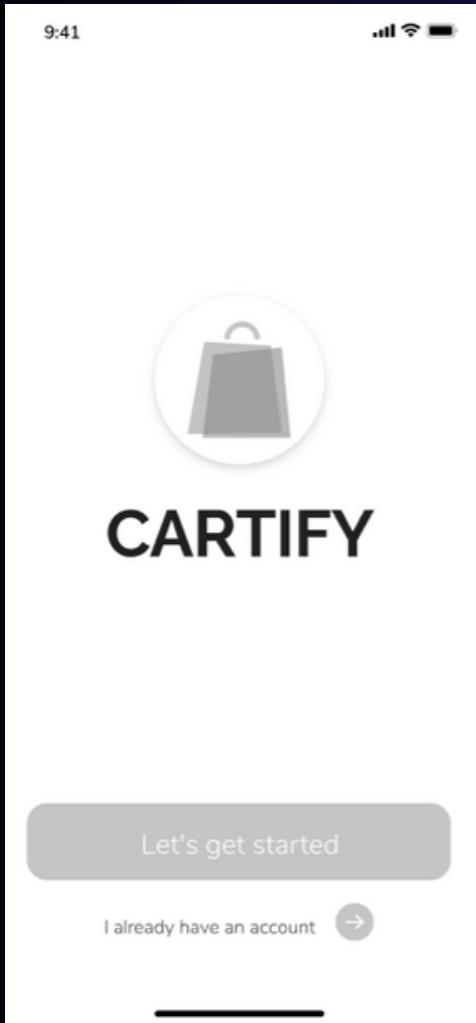


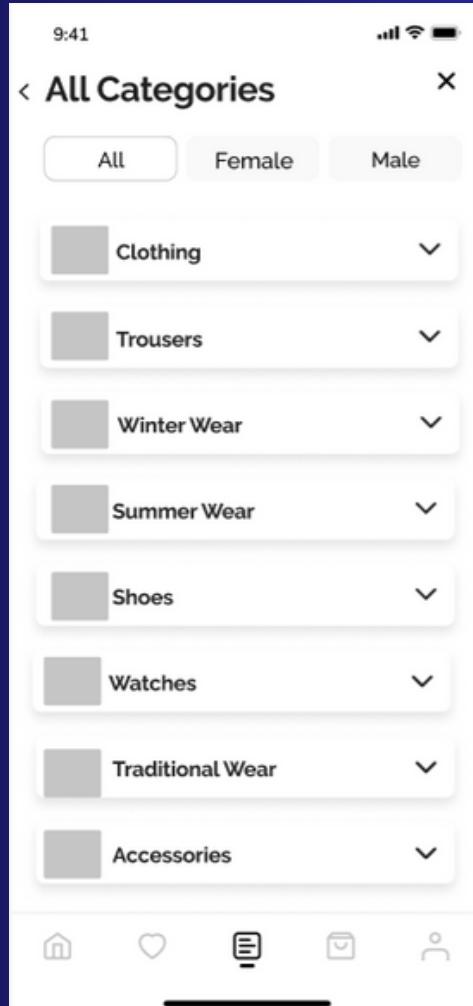
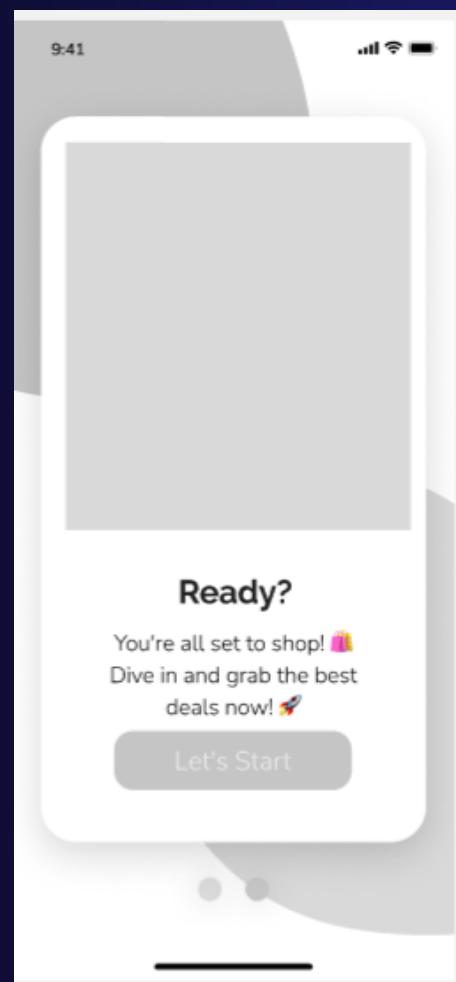
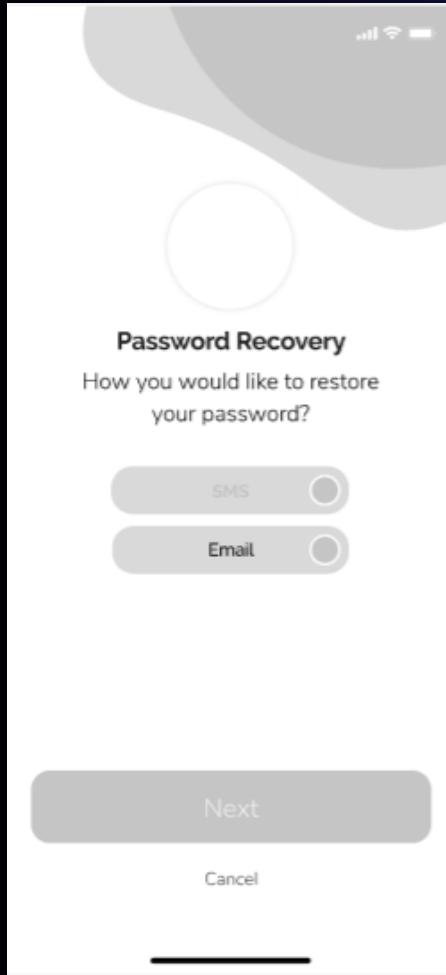


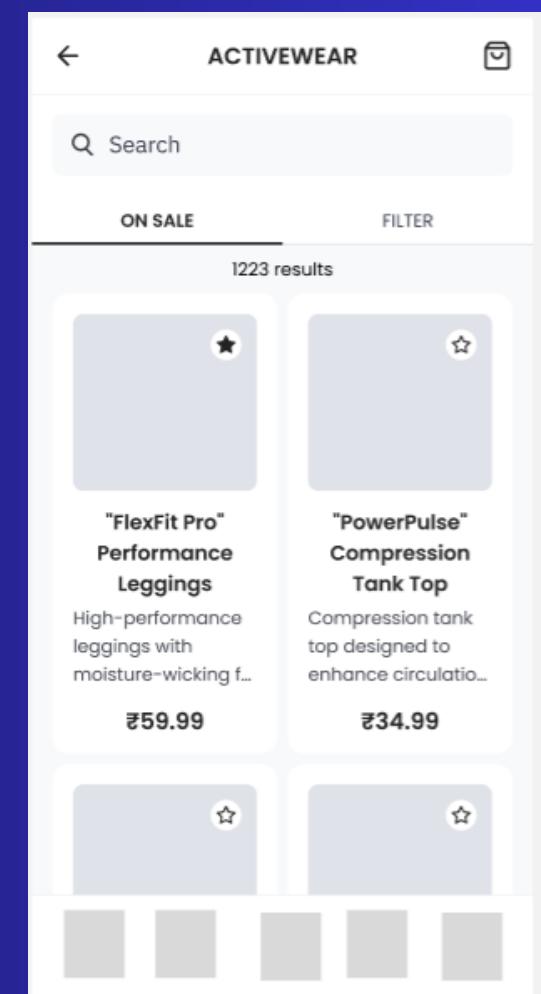
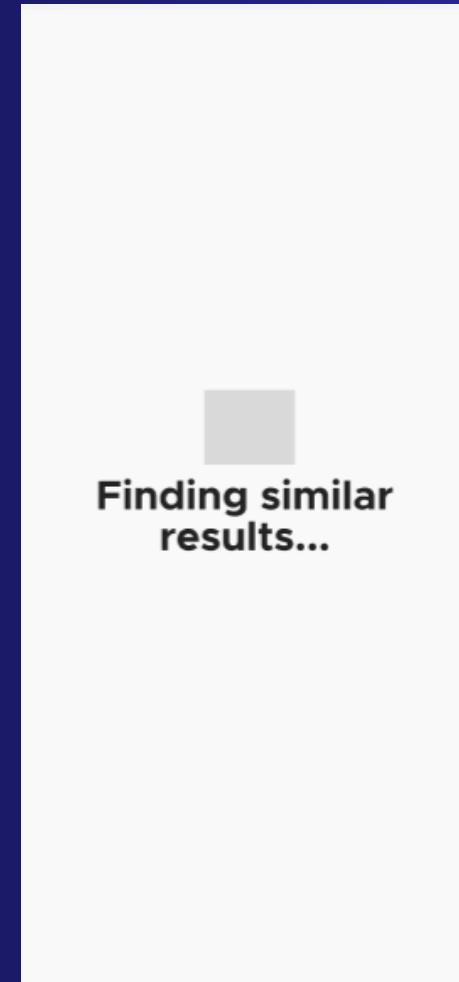


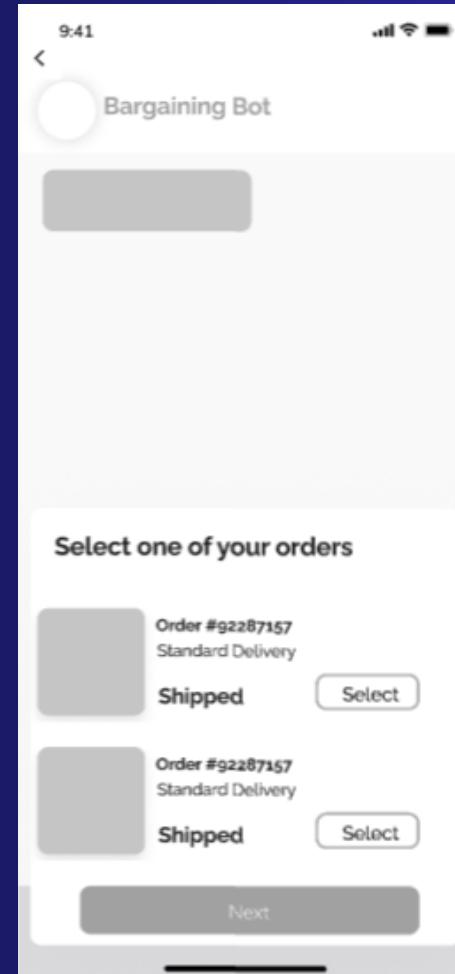
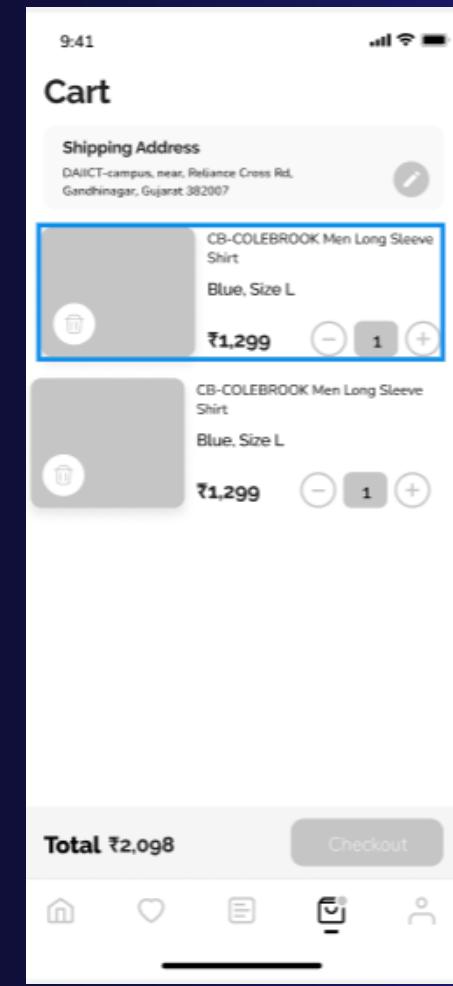
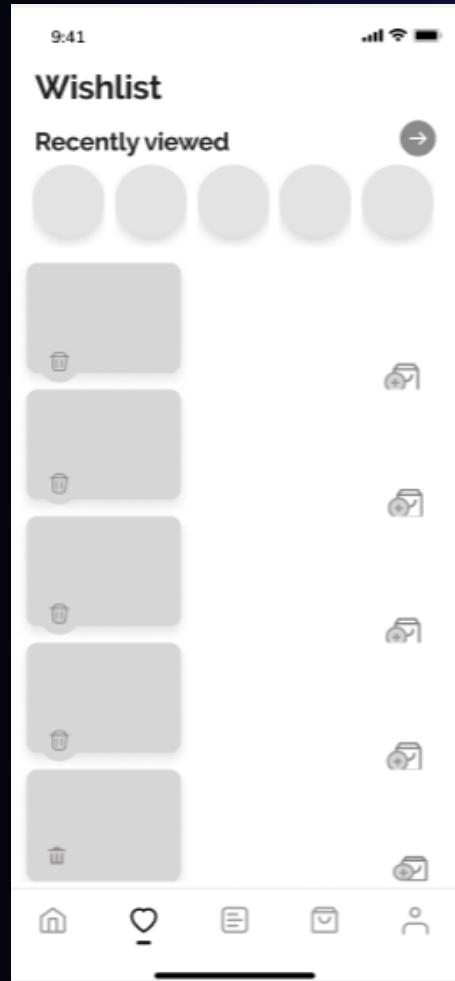


**LOW FIDELITY
WIREFRAME**

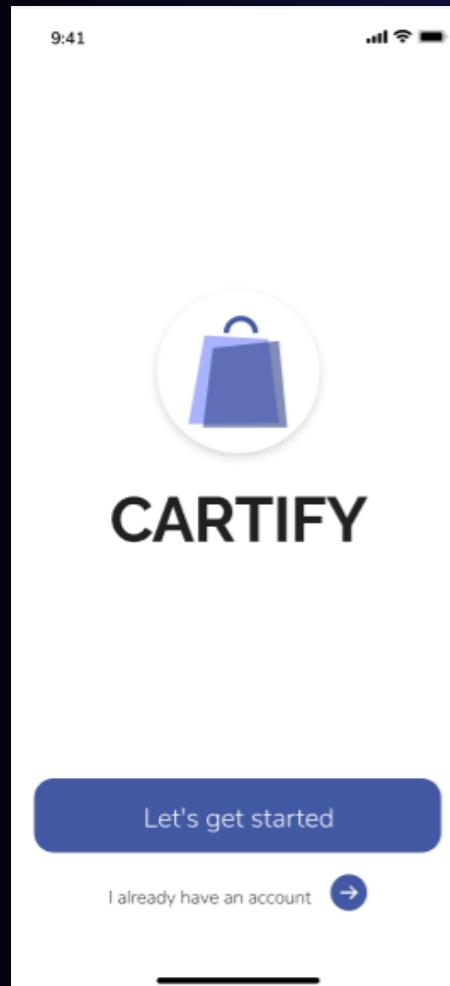




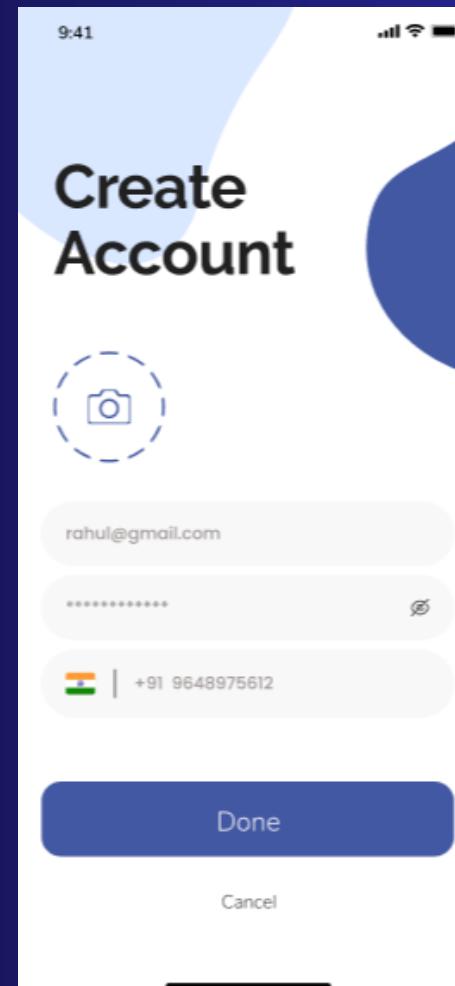




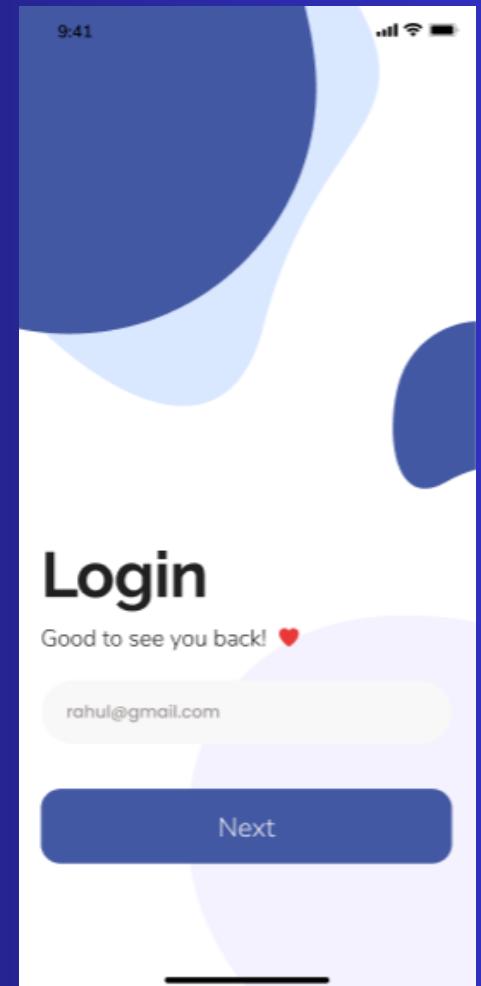
**HIGH FIDELITY
WIREFRAME**

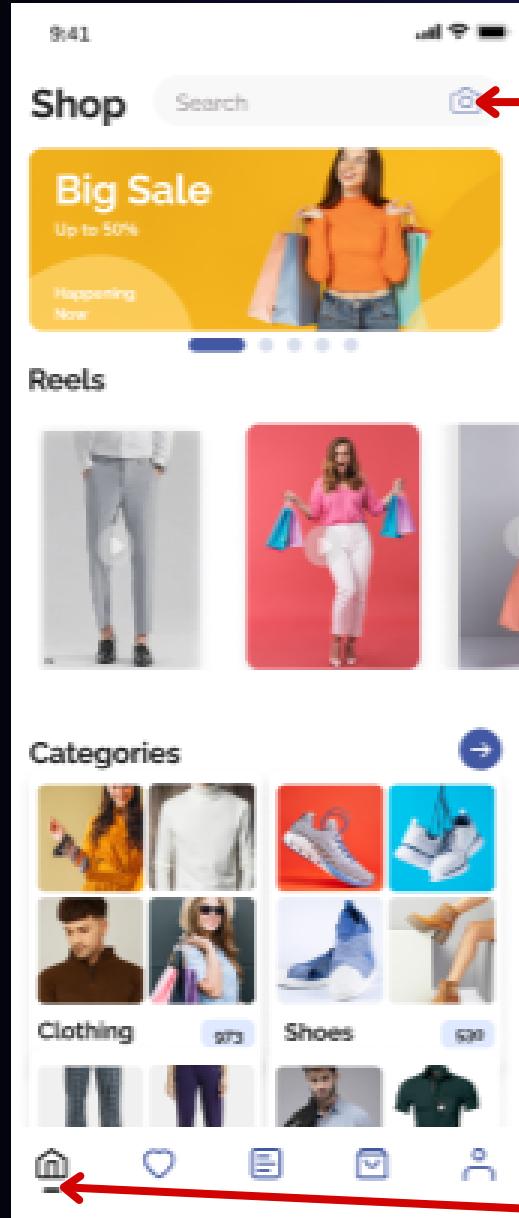


**APP LOGO AND
NAME**



**ONBOARDING PAGE
LOGIN AND SIGN UP**



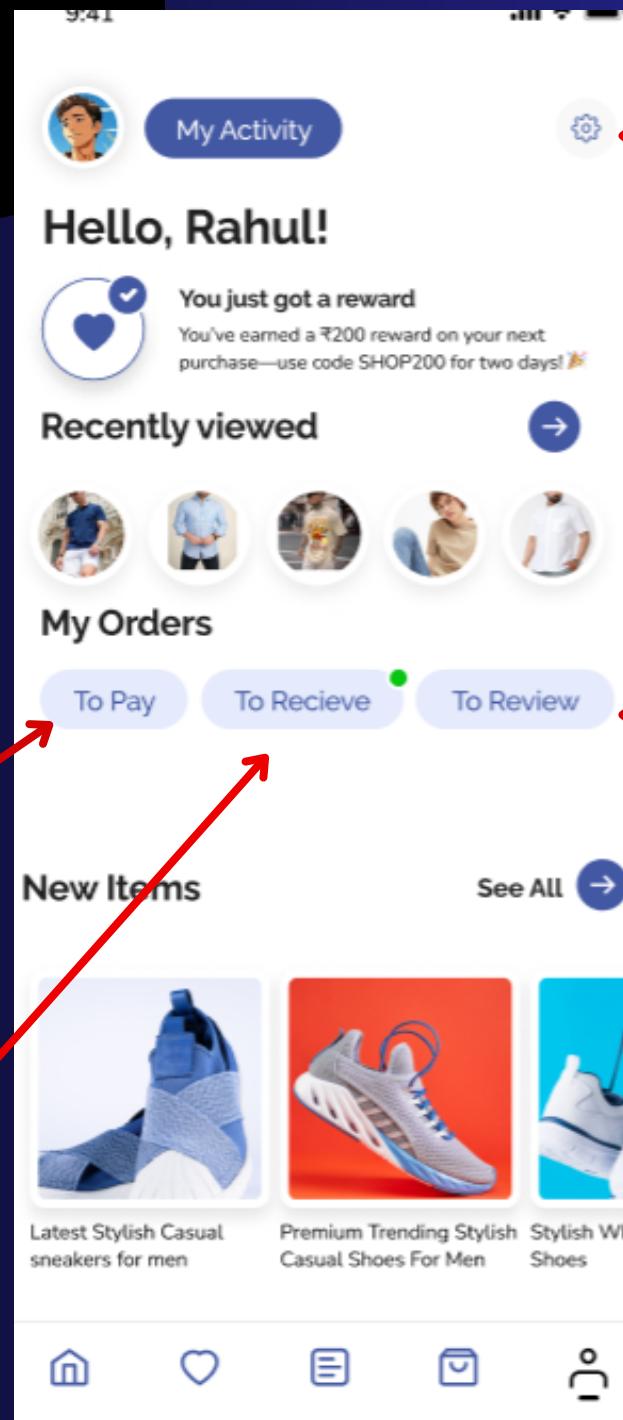


Homepage

**This Icon is for
image search**

**This icon show like
this when you click
on that.**

USER PROFILE PAGE



Helps users track pending payments, ensuring they complete transactions for orders they haven't paid for yet.

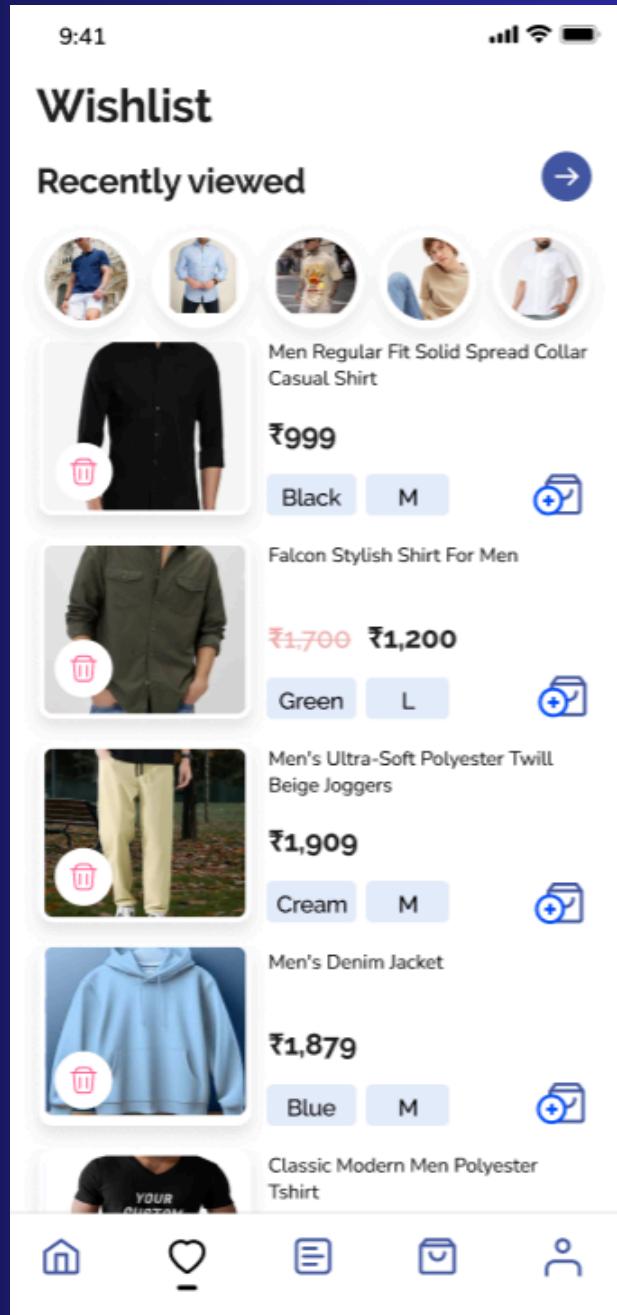
It likely provides options to manage account settings, privacy, notifications, and other preferences.

Shows orders that are shipped but not yet delivered, keeping users updated on their incoming items.

Encourages users to provide feedback on received products, helping future buyers and improving seller credibility.

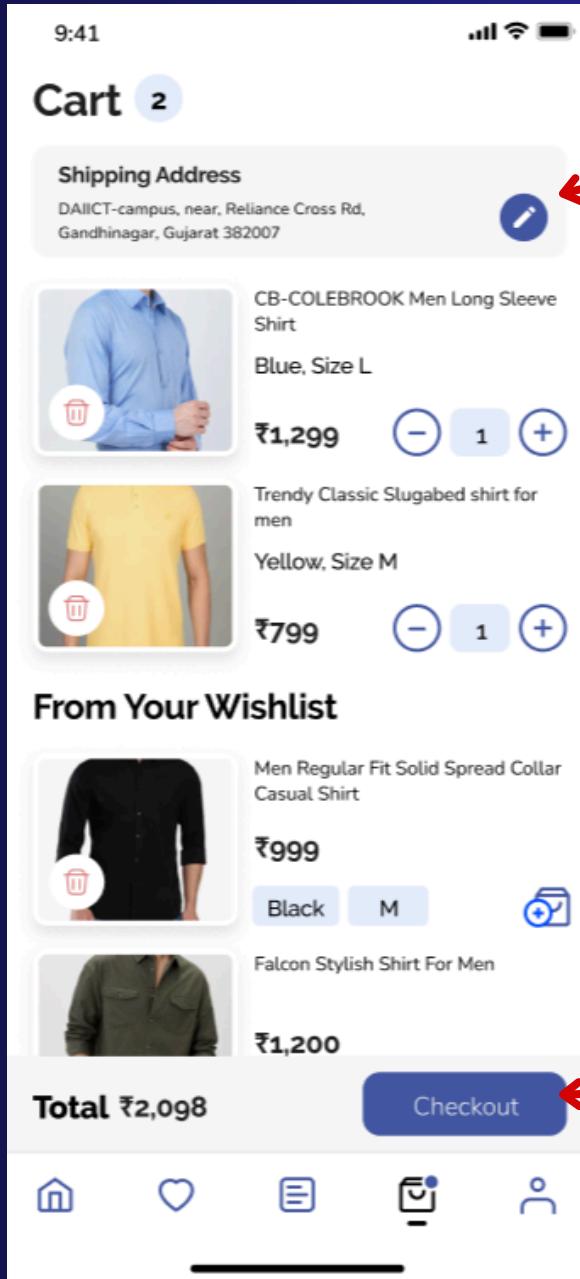
WISHLIST PAGE

The Wishlist page allows users to save desired products for future purchase or easy access.



CART PAGE

The cart page displays selected items with quantity controls, a total price summary, and a "Checkout" button for order completion.

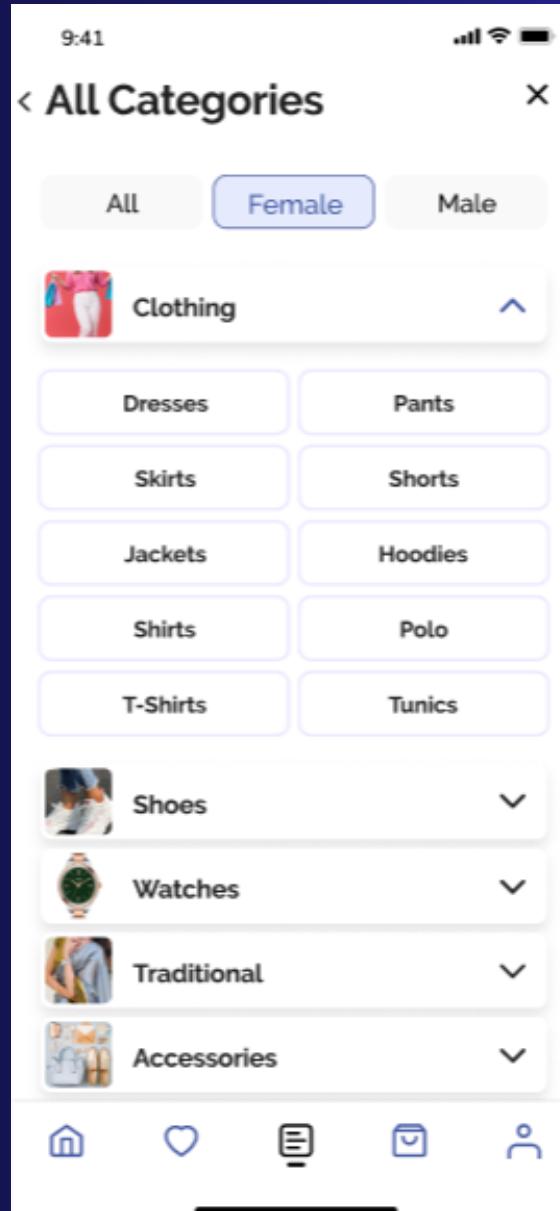


Displays the user's delivery address and includes an edit button for modifications.

Enables users to proceed with payment and complete their purchase.

CATEGORY PAGE

Users can filter categories by gender (All, Female, Male) and access personalized recommendations under "Just for You."



The category page organizes products into sections like Clothing, Shoes, and Accessories, with expandable menus for easy browsing.

IMAGE SEARCH PAGE

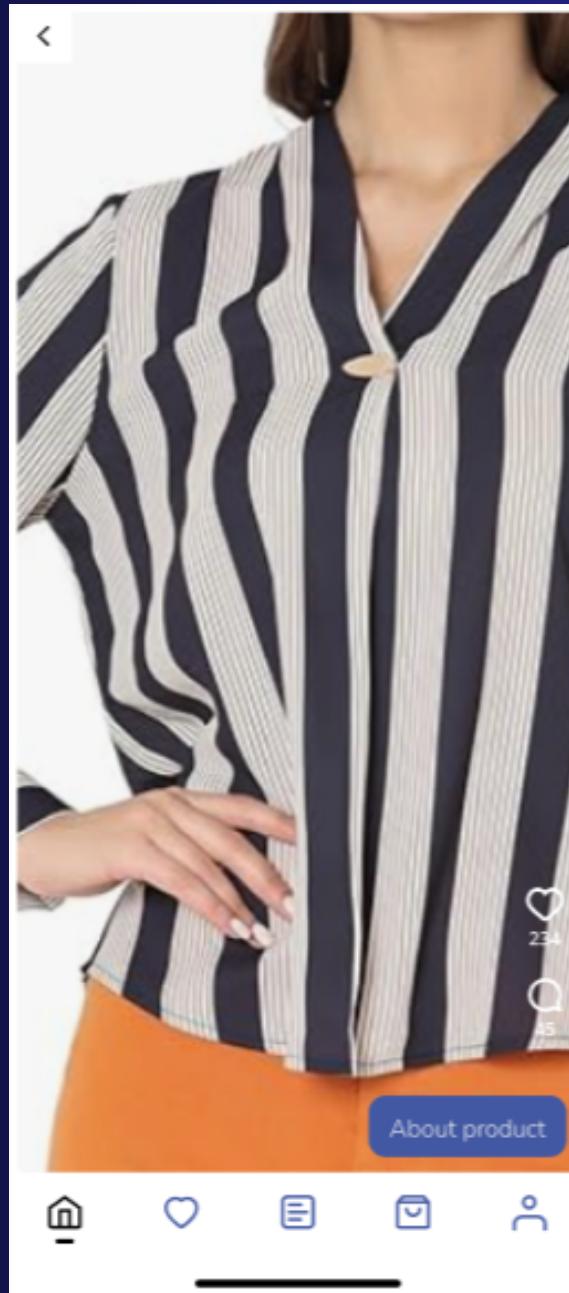
Improved Accuracy - Image search helps users find exact or visually similar items, even if they don't know the product name.



Convenient Product Discovery - Users can upload or capture an image to find similar products, making shopping faster and easier.

REELS PAGE

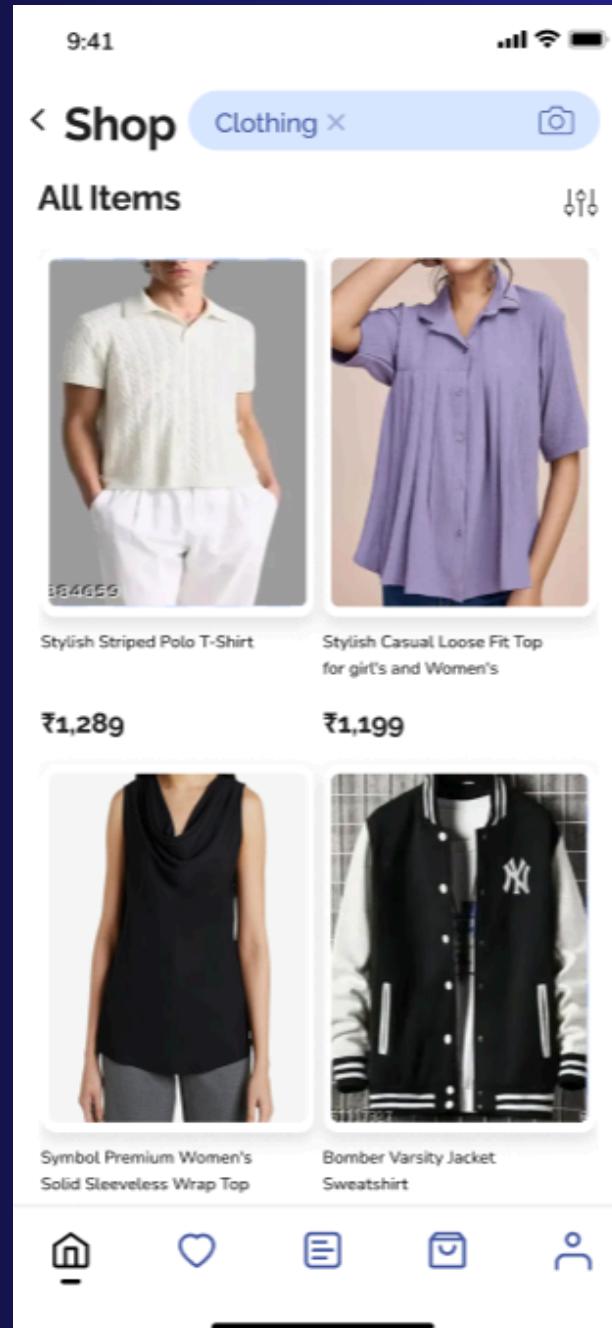
Seamless Purchase Integration - Users can directly tap on products featured in reels to view details and make purchases instantly.



Engaging Shopping Experience - Reels showcase products in short, interactive videos, making shopping more dynamic and visually appealing.

SEARCH PAGE

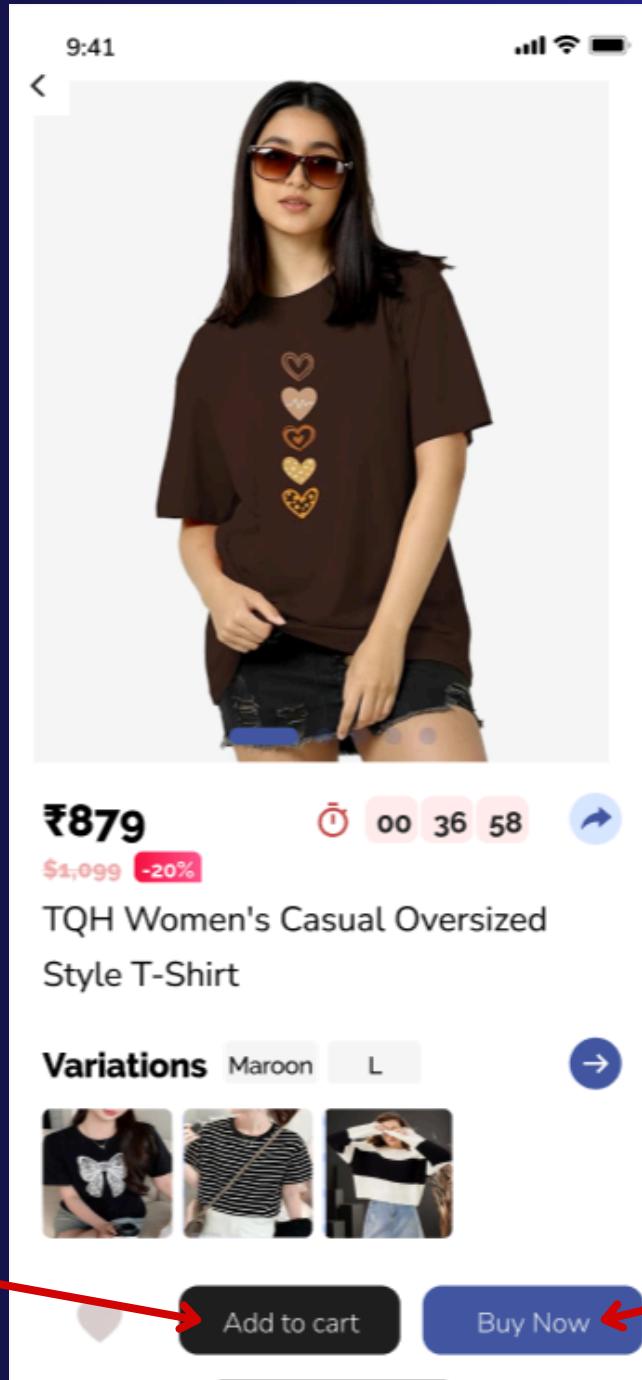
Visual Browsing - Users can explore a grid of clothing images with prices, allowing quick comparisons and better purchase decisions.



Category-Based Filtering - The search is refined to show only clothing items, making it easier for users to find relevant products.

PRODUCT PAGE

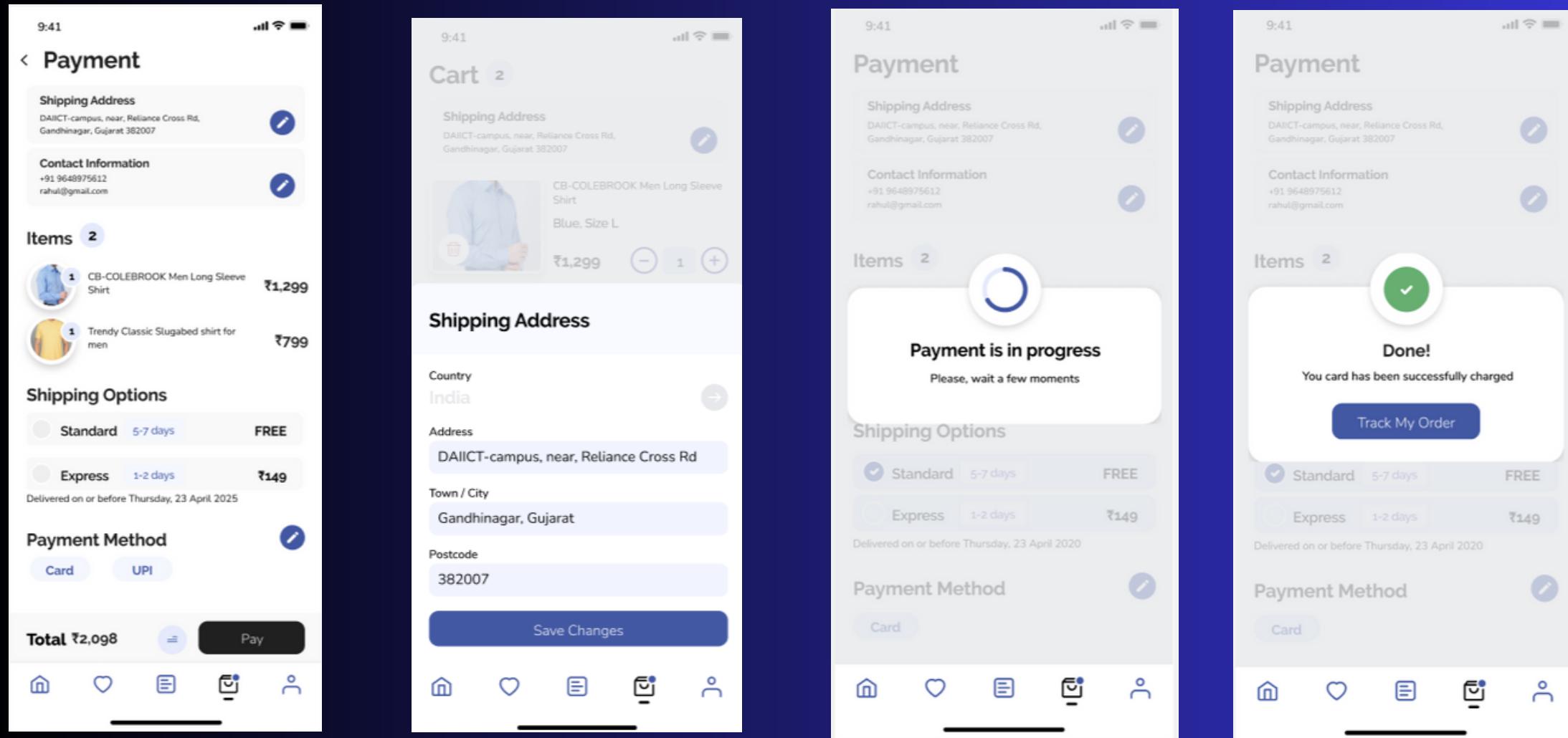
Users can choose different product variations (color, size) before purchasing, improving customization.



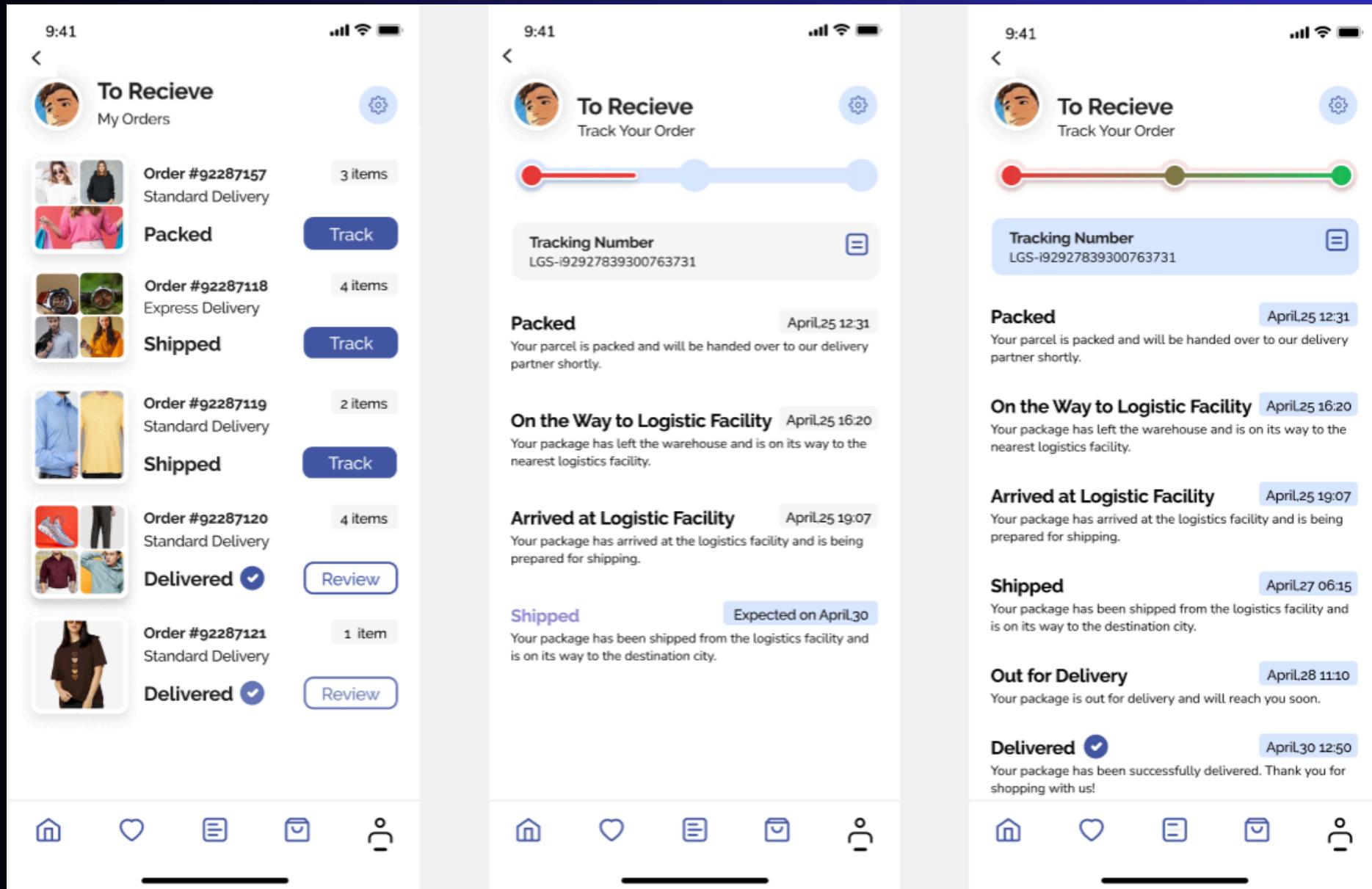
Allows users to save the product for later purchases.

The page clearly displays the product price, discount, and a countdown timer, creating urgency for buyers.

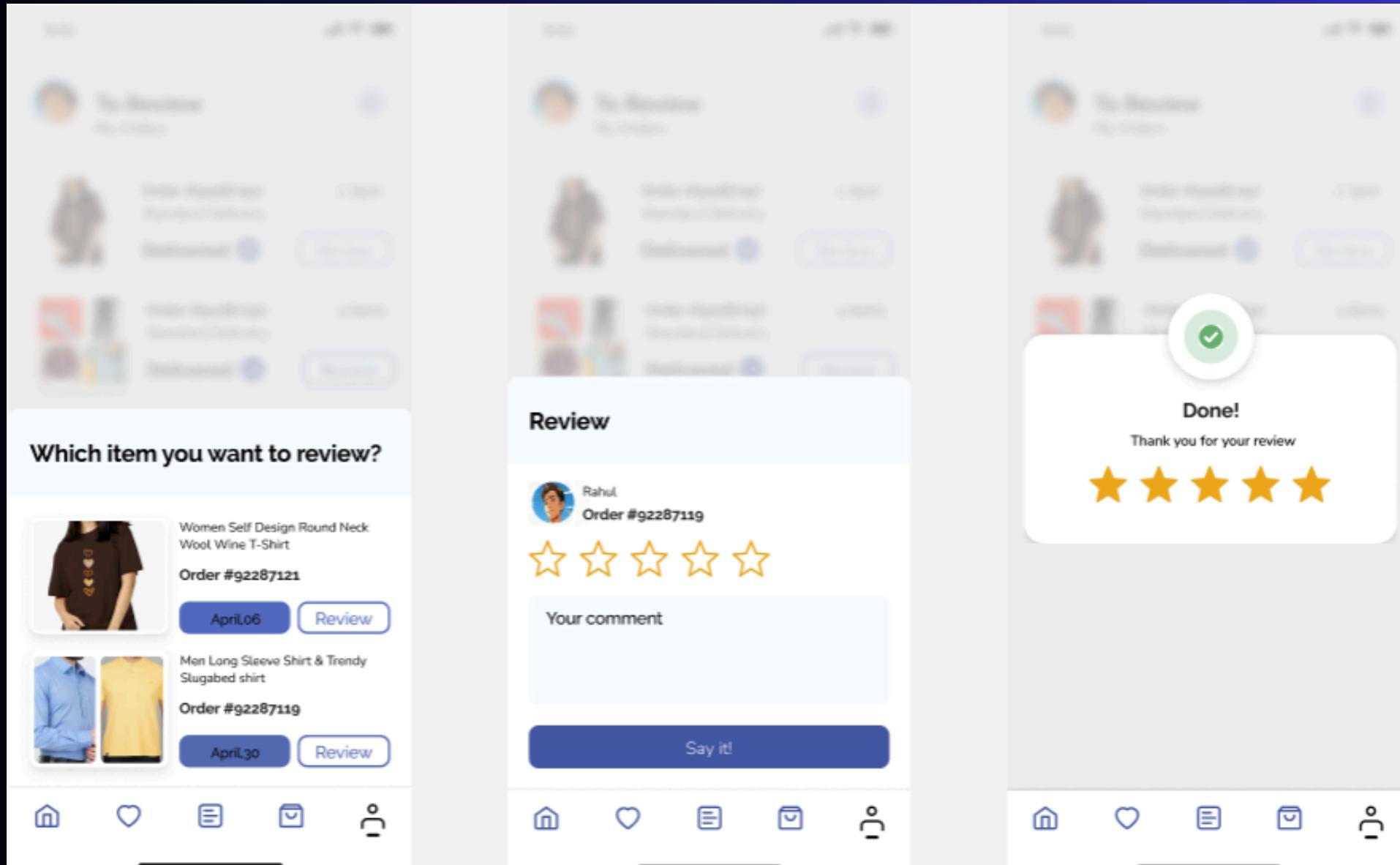
Enables instant checkout for a quick purchase experience.



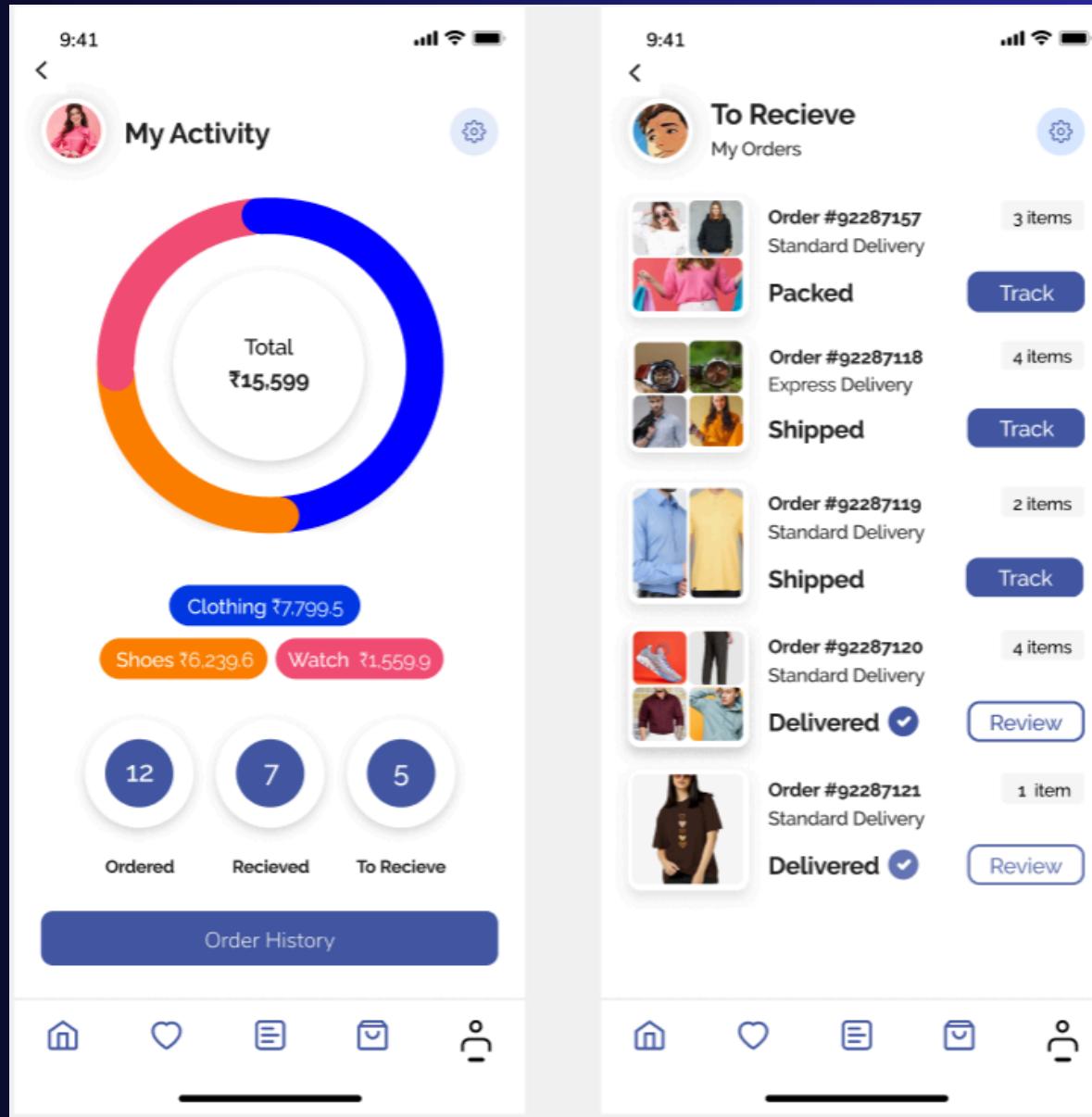
- Multiple Payment Options** - A shopping app should support various payment methods like credit/debit cards, digital wallets, and cash on delivery for user convenience.
- Secure Transactions** - Implementing encryption, OTP verification, and secure gateways ensures safe and reliable payment processing.



- **Order Tracking Status** - The page provides a detailed tracking system, showing different stages like packed, shipped, and delivered with timestamps.
- **User Actions** - Users can track active orders and review delivered ones, ensuring transparency and engagement in the shopping experience.



- **Customer Feedback & Ratings** - The review page allows users to share their experiences by providing ratings and written feedback on purchased products.
- **Influence on Future Buyers** - Reviews help other shoppers make informed decisions by showcasing real user opinions, product quality, and seller reliability.



- **Spending Insights & Order Tracking** - The "My Activity" section provides a visual breakdown of total spending across different categories and tracks the number of orders placed, received, and pending.
- **Easy Review Process** - The "History" section allows users to quickly access past orders and leave reviews for products, helping improve transparency and trust in the shopping experience.

9:41

Order Detail

Order #92287157 30-04-2025
Tracking number: LGS-i92927839300763731 Delivered

2 items

 CB-COLEBROOK Men Long Sleeve Shirt
Color: Blue Size: L
Units: 1 ₹1,299

 Trendy Classic Slubbed shirt for men
Color: Yellow Size: L
Units: 1 ₹799

Order information

Shipping Address: DAIICT-campus, near, Reliance Cross Rd

Payment method:  **** * 3947

Delivery method: FedEx, 3 days, 15₹

Discount: 10%, Personal promo code

Total Amount: ₹2,098

[Reorder](#) [Leave Feedback](#)

- **Order Summary - Displays details of the order, including the order number, tracking number, and status (Delivered).**
- **Product List - Shows the purchased items (Pullovers), including color, size, and price.**
- **Shipping & Payment - Provides the shipping address, payment method, and delivery details.**
- **Discount Applied - A 10% discount was used with a personal promo code.**
- **Action Buttons - Users can reorder the same items or leave feedback on their purchase.**

9:41



Settings

Personal

Profile >

Shipping Address >

Payment methods >

Shop

Country India >

Currency ₹ Rupee >

Terms and Conditions >

Account



9:41

<

Settings

Your Profile

Rahul

rahul@gmail.com

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Save Changes

9:41

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Settings

Shipping Address

Country India

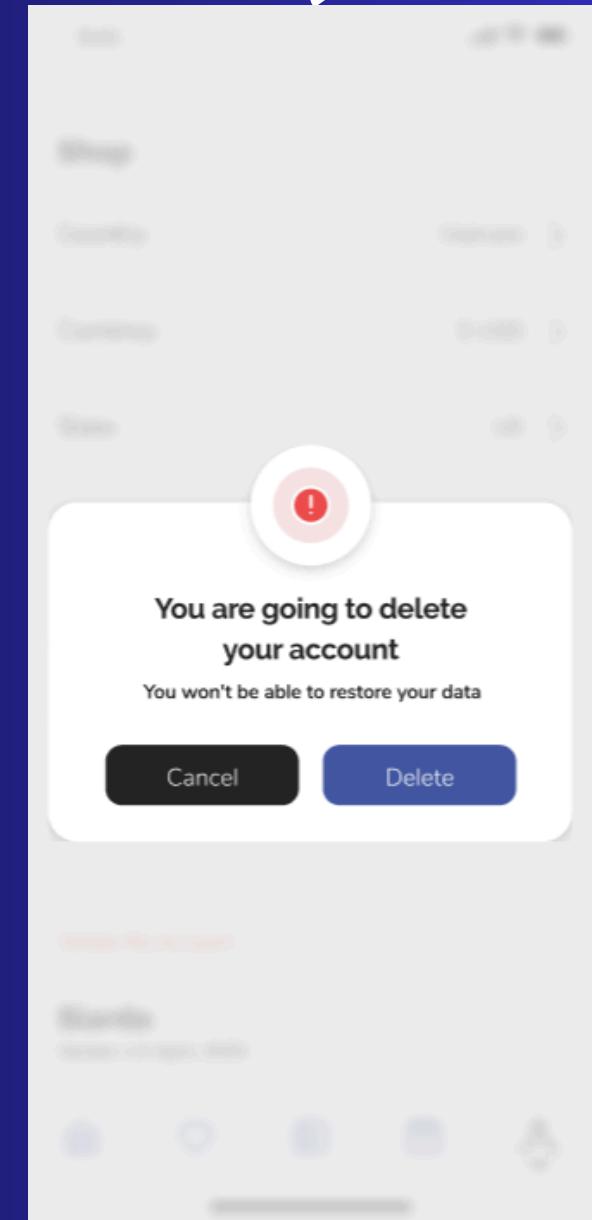
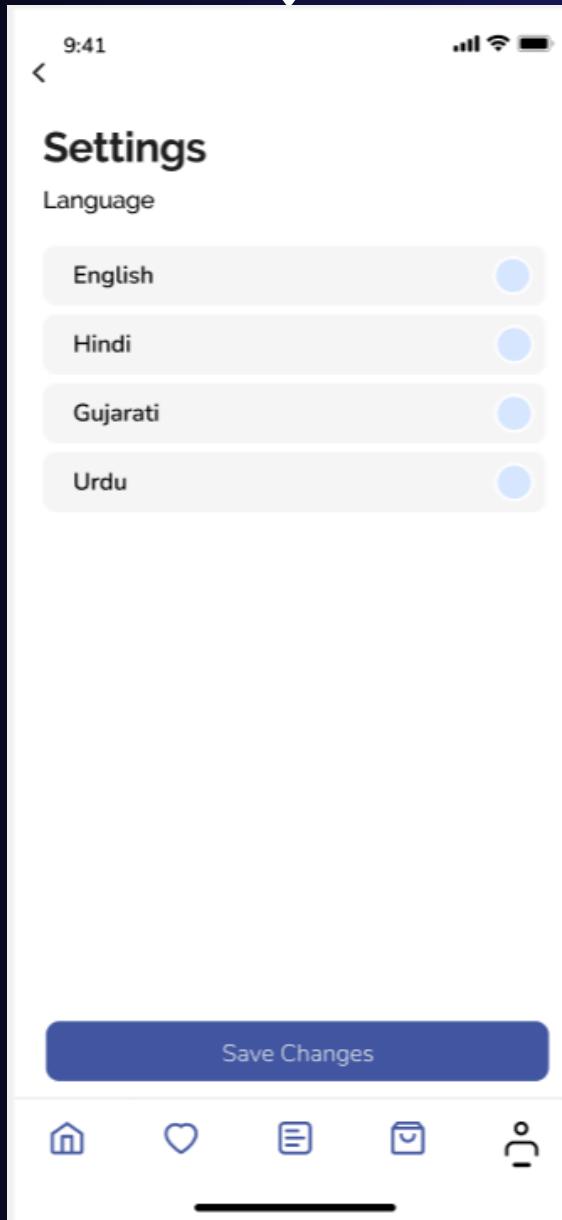
Address DAIICIT-campus, near, Reliance Cross Rd

Town / City Gujrat

Postcode 382007

Phone Number +91 9648975612

Save Changes



ABOUT PAGE

- **App Introduction** - The About page provides an overview of "Cartify," explaining that it is a shopping UI kit for e-commerce app development.
- **Purpose & Use** - It highlights that the kit includes pre-designed elements to help developers and designers build consistent and visually appealing interfaces.
- **Clean Layout** - The page uses minimal design with clear typography and iconography for easy readability.

