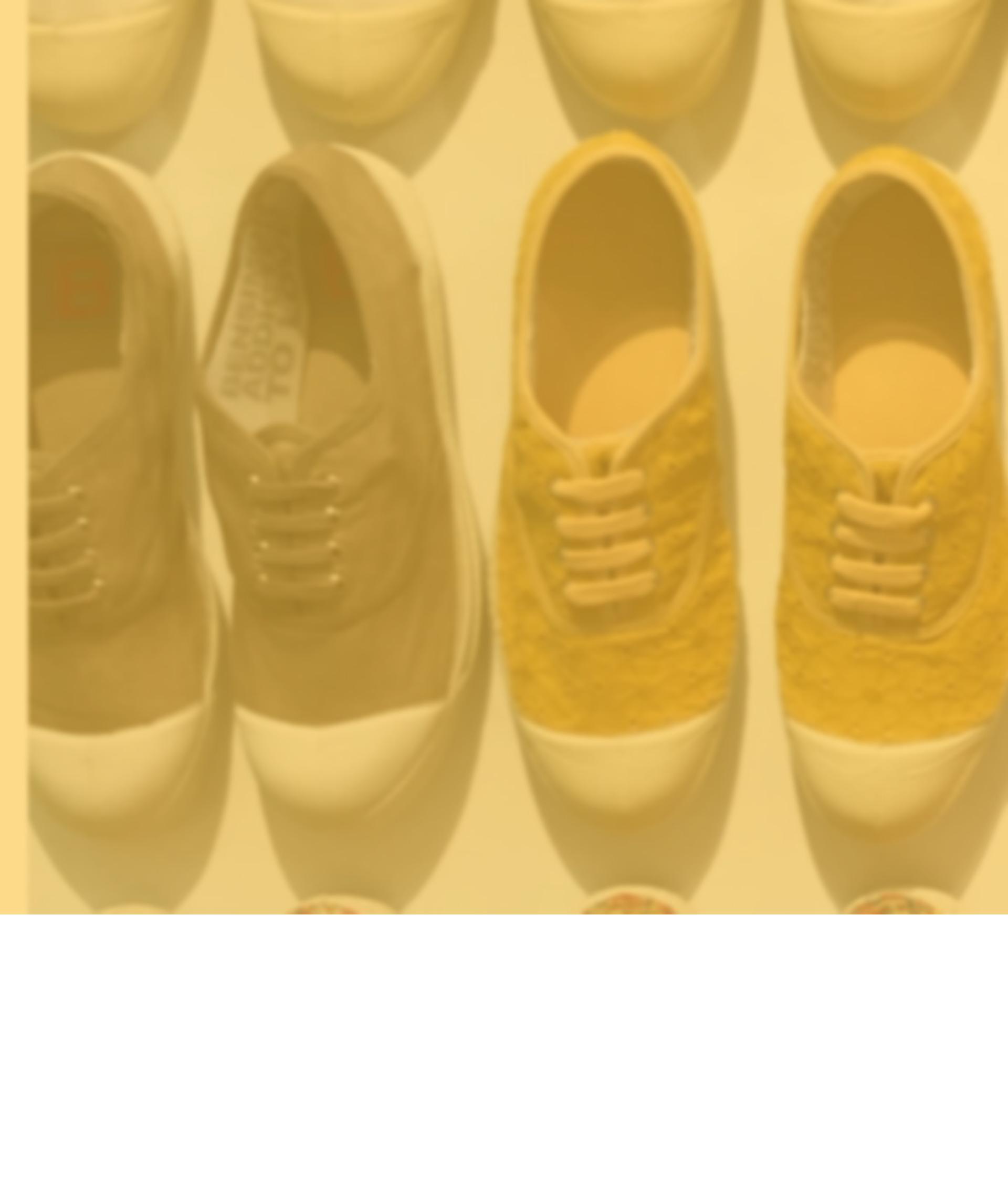


Rapidbox

One of the fastest growing footwear e-commerce stop of India, which bring to your feet the best styled, unique, footwear

Visit



Duration	Engagement model	Platform	Industry
3 Months	Monthly basis	Android App	E-Commerce

Expertise

UX Research, UX Flow and Prototyping, and UI Design

Process

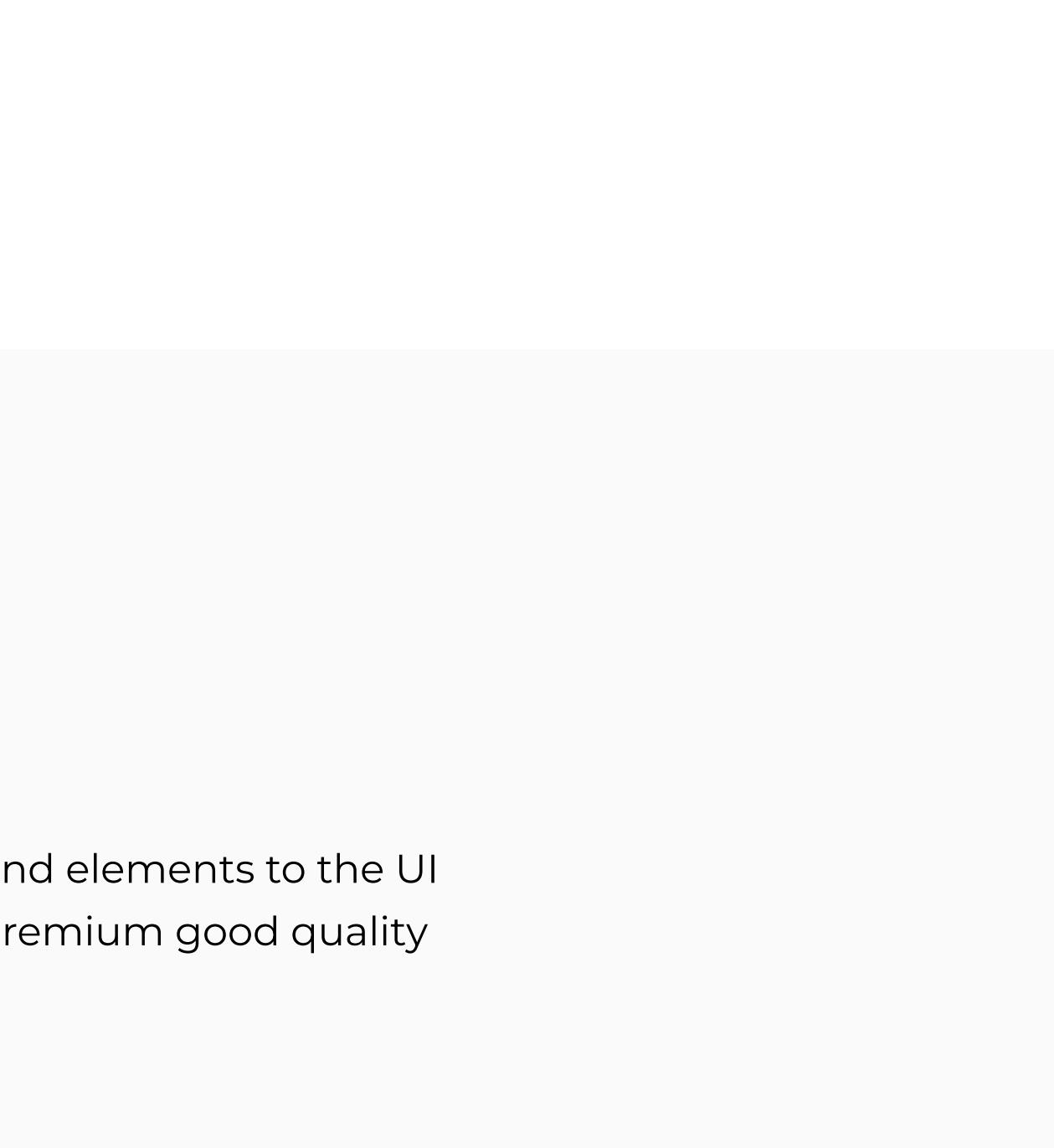
Branding, UX & UI Design

Project scope and requirements

The scope of the project involved a comprehensive approach to revamping the user interface of the Rapidbox app.

The revamping of the user interface involved creating a more intuitive, visually appealing, and responsive interface that offers a seamless user experience.

The app's features included a robust search function, product filtering, and sorting options, secure payment gateway, and efficient delivery services. The focus of the project was to enhance the customer's shopping experience, build brand loyalty, and increase revenue.



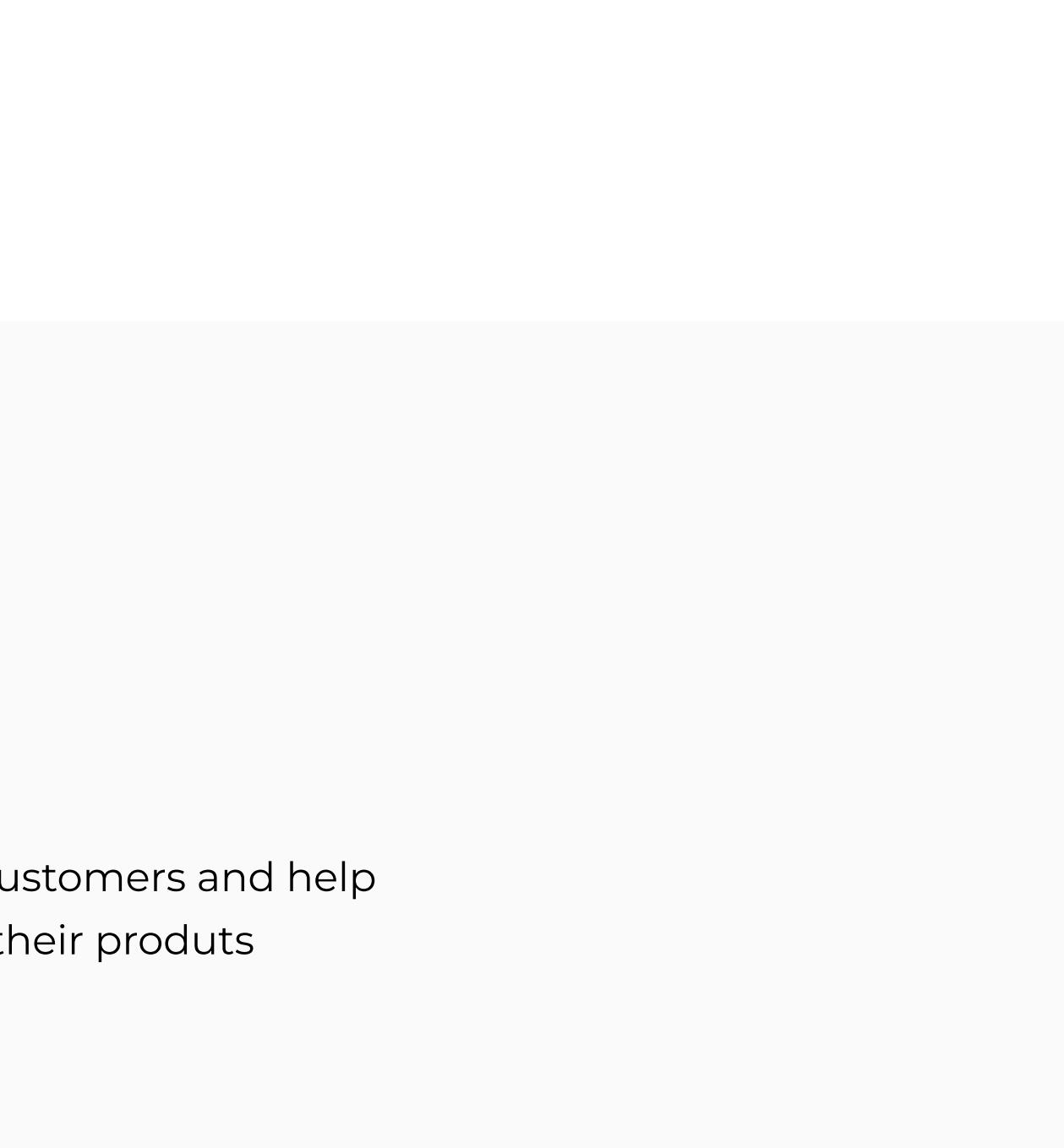
Challenge

The main challenge of the project was to add more brand elements to the UI while retaining the look and feel of an app that offers premium good quality products at reasonable prices.

Solution

We took a design approach which was clean, modern, and elegant to reflect premium quality products. With the use of a limited color palette, simple typography, and clean layout we succeeded in making the app look sophisticated. High-quality product images provided by the client were used to highlight the products' features and details with the help of the UI.

Customer reviews and ratings were made more prominent and easy to establish trust and credibility with potential customers.



Outcome

The new revamped look of the app will bring in more customers and help Rapidbox create an impression on the users who view their products.

