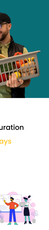
Olypto

UX Case Study

UI/ UX Designer | Product Designer | Visual Designer | Digital the simpler & smarter



Tools used

Figma, Photoshop, Illustrator

Project duration

15+ Days

Overview

This case study focuses on improving the online e-commerce shopping experience to make it simpler, fastered more user-friendly. Many existing e-commerce platforms confuse users with cluttered interfaces, hidden costs, and slow and limited delivery transparency, leading to frustration and drop-off.

Through user research, journey mapping and prototyping, I designed a clean and efficient shopping flow with better product discovery, transparent pricing, and faster checkout. The goal was to help users easily find purchase and track their desired products with confidence and minimal effort.

Problem Statement

User: Students, Young online shoppers, Employed person etc.

Problem:
Users users face difficulties while shopping online. They often struggle to find products because search and filter options are not clear. Checkout can be confusing with long forms and limited payment options. Users also feel unsure about delivery, tracking, and return policies.

Solution:
This project aims to design a simple, secure and user-friendly e-commerce experience that makes it easy to find products, complete purchases confidently and track orders, creating a faster and more trusted shopping experience.

Market Analysis

Target Urban
1. Regular Buyer
2. Budget Conscious Buyer
3. Busy Professional Buyer

Age Group
Primary: 20-35 years (85%)
Secondary: 35-45 years (15%)

Location
City area 70%
Village area 30%
Main city: Dhaka, Chittagong, Sylhet,

Current market sales :

1.Bangladesh Internet users 120+ million
2. About 30 to 40 million shop online
3. Mobile commerce (70+ transactions)
4. Growing at a rate of about 10-12% every year
5. Most of the sales are concentrated and centralized across the country every day
(according to e-cab and logistics reports)
6. About 50% of transactions are done through social media pages or groups

Competitive Analysis

	Daraz	Chaldal	Pickaboo	Ajkerdeal
Strengths	Wide product range Strong brand recognition Frequent promotions	Fast delivery (same-day) Clean interface Grocery focus	Strong electronics focus Competitive pricing Easy returns	Low prices Simple interface Fast checkout
Weaknesses	Slow delivery Cluttered interface Hidden costs	Limited product range Expensive compared to others Limited payment options	Slow delivery Limited product range Weak customer support	Poor quality Slow delivery Poor support

Key User Pain Points.

1. Will the image match the actual product?
2. Is the price hidden?
3. Unnecessary delivery time
4. Difficult returns/exchanges
5. Can't find what I want!
6. Unclear size guidelines
7. Hidden fees at checkout
8. Old options or complicated processes
9. Late chat support

1.Video Shopping - Live Product Demonstrations.
2.Bundle Deals - Smart Product Combinations.
3.Quick Reorder - Saved Cart Templates.
5.Real User Reviews.
6.Virtual Try Before You Buy.

User research

Qualitative research

1. How is your experience while shopping online? Tell us a little more.

Ans: Good, but sometimes some things get amazing. For example, when you buy a product, there are more options, it gets a little confusing. It would be better if the shopping method could be made easier.

2. Where do you think is the biggest problem when shopping online?

Ans: First of all, when you see something on your inside, you like it, thinking that the quality will be good, and then you order it, when you get it in your hand, all normal clothes or other things. Another problem is that they take some money from the public and ask for 61.

3. What is your feeling about the quality of the product pictures?

Ans: Everything looks good in the picture, but the product given in the picture does not match the product given in the picture when you receive it, I want to give the real picture of each product and give it with a video of the product.

4. Cash on Delivery vs. Online Payment — Which do you prefer and why?

Ans: Cash on Delivery is the most popular now, why is it that customers have the opportunity to see.

5. What is your opinion about the Live Shopping feature?

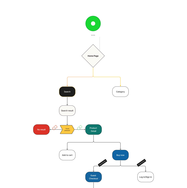
Ans: Live Shopping provides a good experience about the brand.

6. What three things would you like to see improved on an e-commerce site?

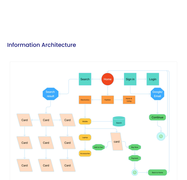
Ans: The profile should be excellent,
Product images should be digital. The website should be easy to use, so that no customer feels bored while shopping online. It can be accessed with one click. The website should have an easy way to make digital transactions.
I think this is important.

Quantitative research

User Persona



User Journey Map


Case Study
Stating
Opportunities
Visit website
Log in/ sign up
Set up profile
Add payment method
Add address
Add product
Add to cart
Checkout
Pay
Track order
Receive product
Review product
Contact support
Return/ exchange
Frustrated
Confused
Curious
Hopeful
Relieved
Satisfied
Delighted
Disappointed