SneakerVault Case Study "SneakerVault - A sleek and intuitive app for sneaker enthusiasts to catalog, track, and

showcase their collections effortlessly."

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Problem:

Project Overview

In the world of shoes, people often struggle to track which pairs to buy and find it hard to observe the

value and trends of the latest and hottest new drops. With so many options and constant releases, the experience can be overwhelming for the average user. To fill that gap in the market, this shoe app was designed to simplify the shopping experience and modernize the way anyone shops for shoes by making it easier to discover, track, and purchase their favorite pairs. Goal:

To create an intuitive and visually appealing sneaker app that allows people who love shoes to shop

levels. UX/UI Designer Tools Used: Figma, Unsplash Project Type: Personal Project

design, SneakerVault strives to provide an efficient shopping experience for sneaker enthusiasts of all

seamlessly, with a smooth user experience from browsing to checkout. By focusing on user-centric



frequently.

Research Insights



sneakers?"

you?"



To better understand user needs and shopping behaviours, interviews were conducted with individuals who frequently purchase trainers.

- The goal was to uncover users' pain points, motivations, shopping habits, and more, to gather information on the type of app they would use
- By gathering this insight, a more intuitive and userfriendly app can be designed to simplify the shopping process. The feedback collected will directly inform key features, ensuring the app meets the needs of everyday sneaker buyers.

motivates you to make a purchase?"

- 3. "What factors influence your decision when buying a pair
- of trainers?" 4. Do you use any apps or websites to browse or buy

5. "Do you prefer shopping for sneakers on mobile apps or

Interview Questions

sneakers? What challenges do you face in the process?"

1. "Can you walk me through how you currently shop for

2. "How often do you buy new trainers, and what usually

websites? What makes one better than the other for you?" 6. "How do you keep track of the shoes you want to buy?

Would a wishlist or price tracking feature be useful to

Research Insights

GOAT Foot Locker

Streetwear & Trend Focus

Brand Collaborations

Limited Exclusive Drops

Online and In Person Integration

A competitive analysis of popular sneaker shopping apps was conducted to evaluate their strengths, weaknesses, and overall user experience. By examining their features and identifying pain points, valuable insights were gained to enhance and shape the design of a new shoe app.

Weaknesses: High Fees & Pricing Delays of shipping

Global reach

Strengths:

- No physical shop presence, only online

Authenticity & Verification

Exclusive & Rare Products

Research Insights

Website & Tech Limitations Market Competition

Strengths:

Weaknesses:

Background

enthusiast who enjoys collecting and wearing

stylish trainers but

buys trainers for both

James is a casual sneaker

doesn't consider himself a

hardcore sneakerhead. He

Market Leader Strong Brand Partnerships Multichannel Experience Weaknesses: High Fees & Pricing

Website & App Performance • Sustainability concerns

Strengths:

ersona

Aims

Enjoy a smooth and hassle-free checkout

Find and purchase trainers easily without

spending too much time searching.

experience.

To better understand my target users and their needs, I created a user persona based on research insights. This

persona help guide design decisions by representing the

goals, frustrations, and behaviours of potential users.

Wireframing

Nike Page

Heading

Promotion Deal

NavBar

Shoes

Shoes

Nav

Shoes

Shoes

journey of usability from the homepage to the checkout page.

Nike Product

Text

NavBar

Logo

Price

Heading

Nav

Colour

Heading

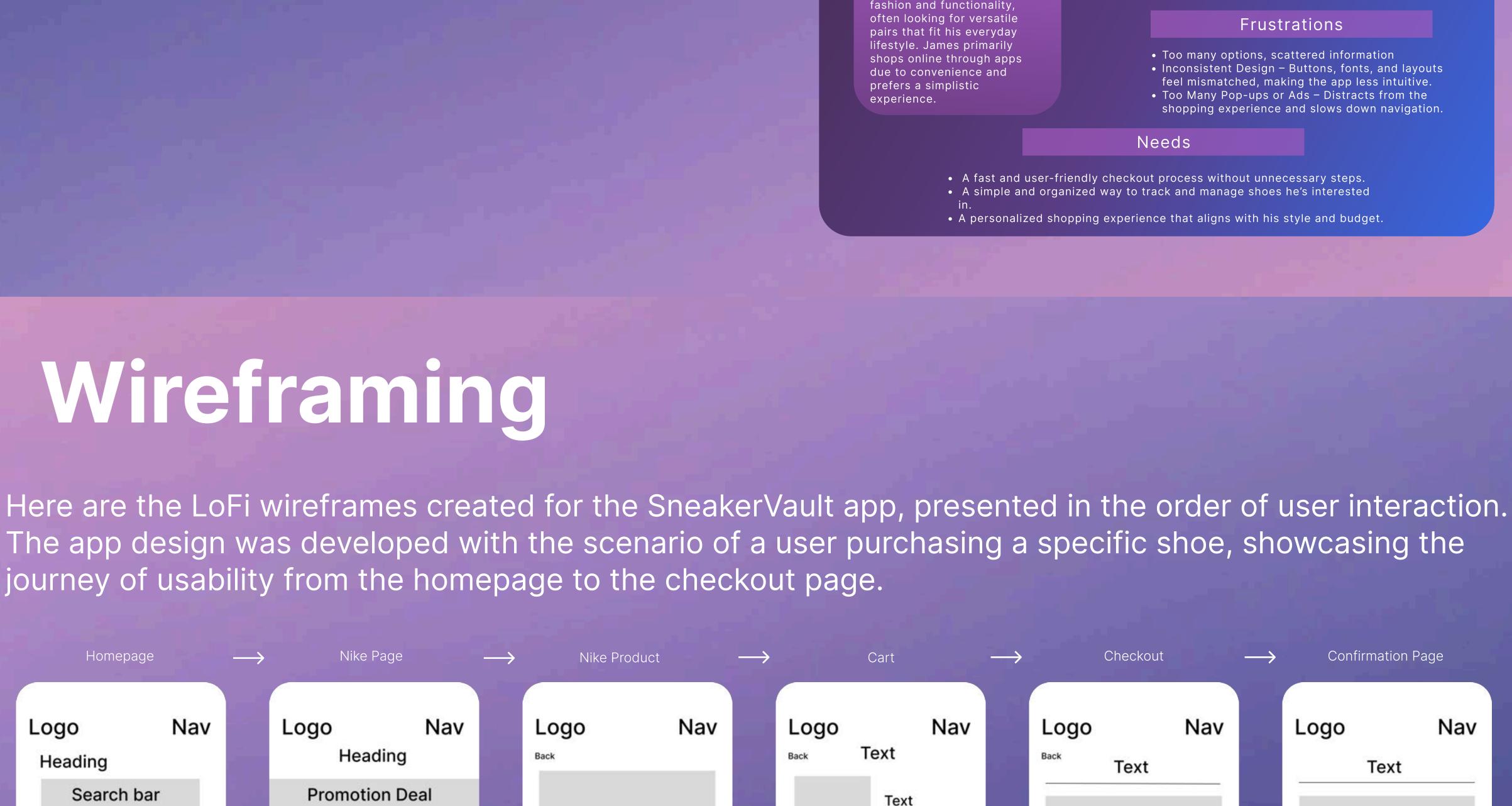
Delivery

NavBar

Code

Total

Price



Text

NavBar

Address

Text

Text

Lorem ipsum dolor sit ame consectetur adipiscing elit. Morbi nor

NavBar

Shoes Shoes Shoes Shoes Shoes

Logo

Homepage

Search bar

Heading

NavBar

Shoes

Logo

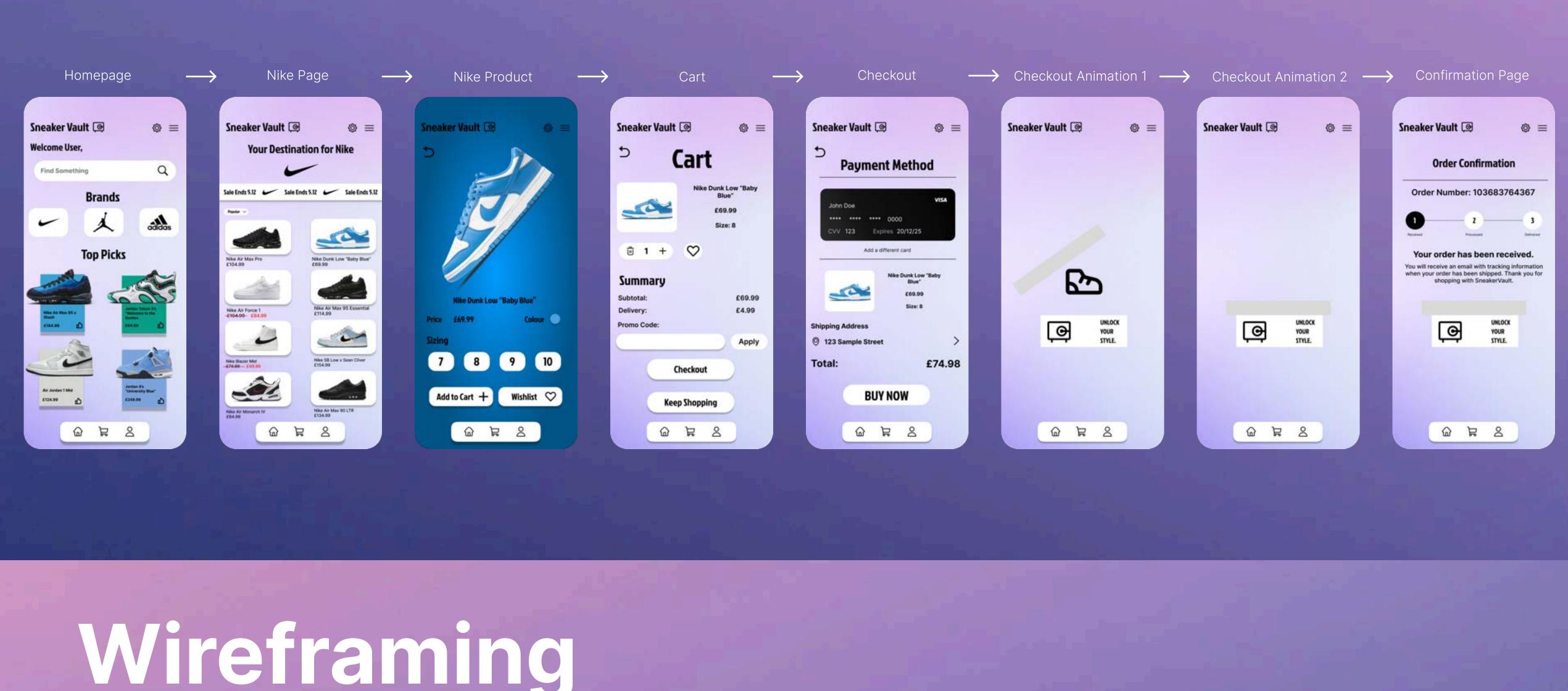
Heading

Shoes

Nav

Wireframing Here are the HiFi wireframes created for the SneakerVault app, presented in the order of user interaction.

The app design was developed with the scenario of a user purchasing a specific shoe, showcasing the



Usability Testing

bottom and the back buttons to go back to the homepage.

Minimalistic Look

images, prices & deductions.

including sizing and colour, with wishlist abilities.

Prototype testing was done remotely with 5 people, explaining the app and its features and presented them with this scenario.

User Flow:

100%

behaviour.

like and remove products and add discount codes. • Checkout Page → A clean and efficient process for payment and order confirmation with an importance of payment methods. • Confirmation Page \rightarrow Confirms the purchase with order details and a success message. Aims:

Scenario: Use the app and try to purchase the Nike "Baby Blue" Dunks, navigating also with the nav bar at the

• Homepage \rightarrow Users can browse the top pick sneakers or search for specific shoes.

• Product Page → A sleek and modern designed page with emphasis on the product,

ullet Brand Page ullet A detailed look on different shoes in this case, specifically Nike shoes with

• Cart Page → A simple summary of the products to potentially be purchased with ability to

Sleek and Modern Design

Clear Call to Actions (CTA)

"This is so simple to use and with the

Future Impact

User Feedback

"The overall look and

design is amazing and

unique but the brand

pages feel a little

cluttered"

"I was able to

seamlessly go from the

homepage to the

confirmation page. The

shoe page is so sleek!"

Success beautiful aesthetic it is such a good app" Rate

- Long term design Improvements In future iterations, i will try to improve
- page layout and formatting Broader industry trends - With the rise of Ai - driven personalization, future iterations may include smart recommendations based on user
- User centred culture The insight received from this project will allow me to keep the app intuitive and efficient as i scale and develop in the future.