

A Case Study On Style Studio E-commerce Website

Problem Statement

Style Studio (imaginary) is a startup company that focuses on women's fashion. It has two stores in different locations within Kathmandu. Due to Covid-19, sales have gone down, and management wants a way to increase their sales. So, they have decided to start build an e-commerce website to sell their products online along with the physical store.

Requirement

Style Studio needs an e-commerce website that lets them sell products ranging from clothes, shoes, handbags, accessories, and much more for women of all ages. Users can visit their website and select from different brands, styles, sizes, price ranges, etc. of their liking.

Product Research

As stated in the problem statement and from conducted product research, it is clear that the products that are to be sold using the website includes dresses, pants, tops, shoes, handbags and accessories for women of all the ages. The products are available in different sizes and colors . All the products are brand new and are of high quality. The store also gives heavy discounts on different products during different occasions.

User Research

The users of this e-commerce site are mostly women who belong to different age groups; from teenagers to women in their mid fifties. Women in mid fifties and older are often found struggling while navigating through complex pages on e-commerce websites. So, having a simple navigation throughout the web page and integrating different user-friendly features is a an important notion to be considered. The features that serve the users' convenience are shown in table below:

Features	Actions/Functions
Search-bar	Easily locate the product on users' demand
Wish-list button	Save product for viewing later and allow further exploring
Add-to-cart button	Save item to cart and allow for further shopping
Grouped Products	Organize similar/related products together
Detailed Product Information	Serve user queries regarding the product

Competitive Research and Analysis

To design a user-friendly site and boost the sell of products, I compared the common features among the four best competitors in the same field. Apart from the essential features stated in the user research section, I found a few more features that could be added in order to make the designed website stand out among the competition. These include: adding login feature so that it is easier for users to be able to see their past purchase details, the 'related products' sections to guide user to the product they want.

A comparison on different features and layouts among four best sellers are shown in table below:

	Nasty Girl	Forever 21	Amazon	The Outnet
Wish list	Y	Y	Y	Y
Search bar	Y	Y	Y	Y
Login	Y	Y	Y	Y
Sale	Y	Y	Y	Y
Cart	Y	Y	Y	Y
Help	Y	Y	Y	Y
Live Chat	N	Y	N	N
Storefront	Online and physical	Online and physical	Online	Online
New in	Y	Y	N	Y
Q & A	Y	Y	Y	Y
Order History	Y	N	Y	Y
Filter	Y	Y	Y	Y
Size Guide	Y	N	N	Y
Return	Y	Y	Y	Y
Most Popular	Y	Y	N	Y
Order Status	Y	Y	Y	Y
Currency Converter	N	N	Y	N
Blog	N	Y	N	N

Y= Yes/ Present

N = No/ Absent

User Flow

After the selection of features needed for the site, the next goal was to decide on user flow such that each feature would help user reach to their goal product without getting lost and make their purchase of the desired product without any hiccups. Our goal is to make the user experience better while exploring the page and also while going through the products so that they keep coming back to purchase more in the future. A simple user flow diagram for the designed site is shown below:

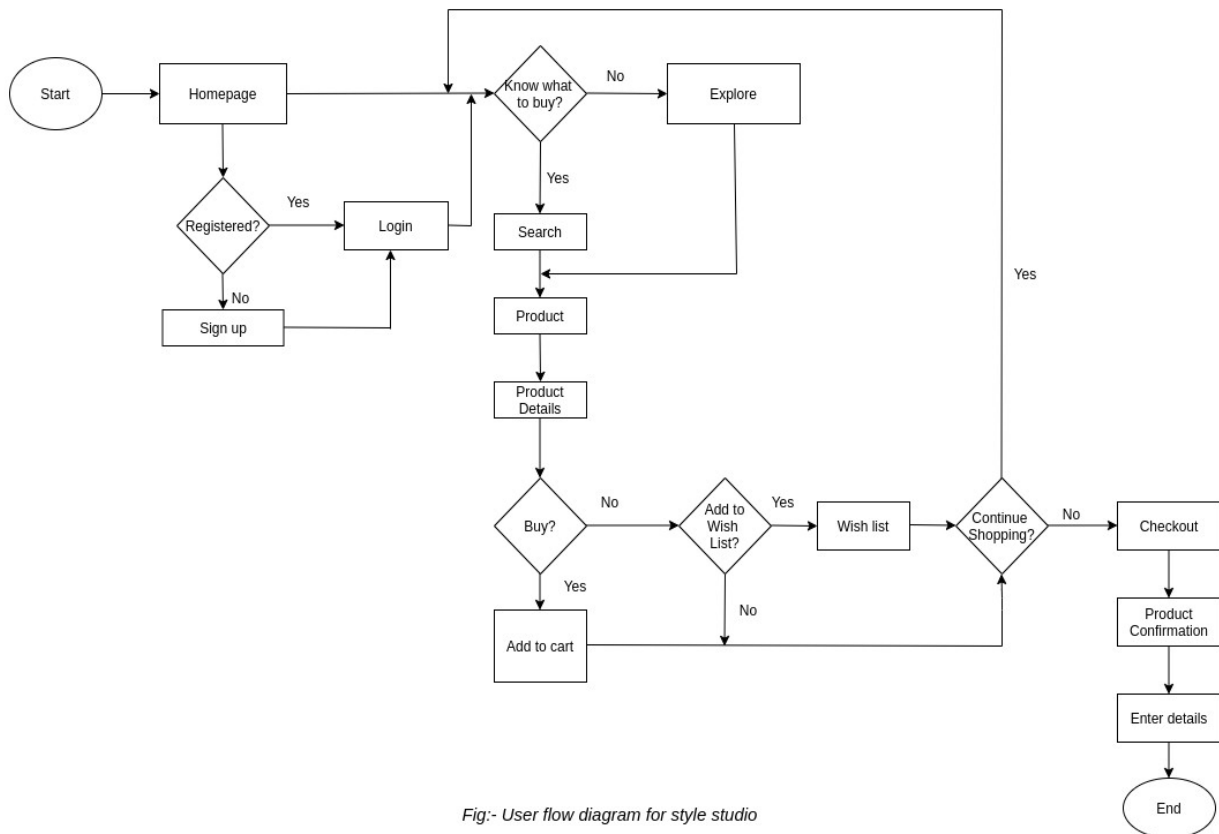
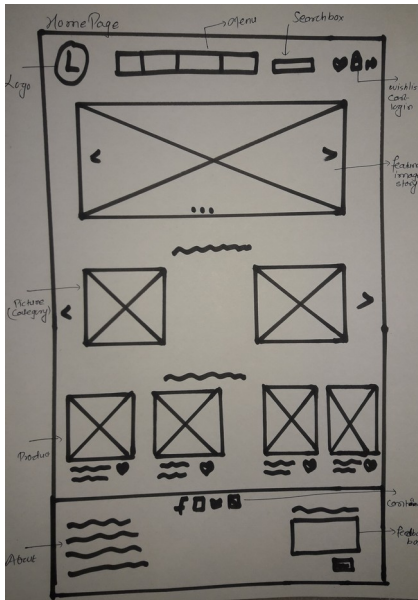


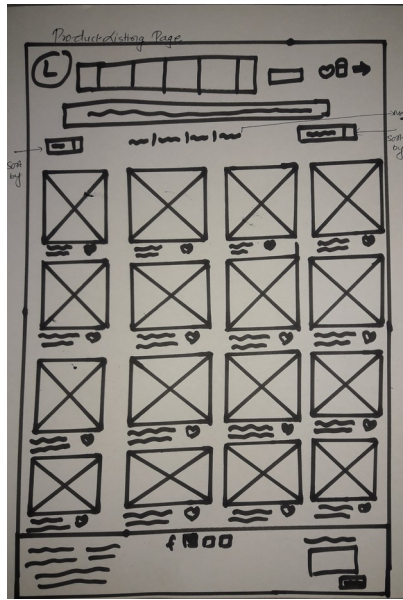
Fig:- User flow diagram for style studio

Paper Sketch

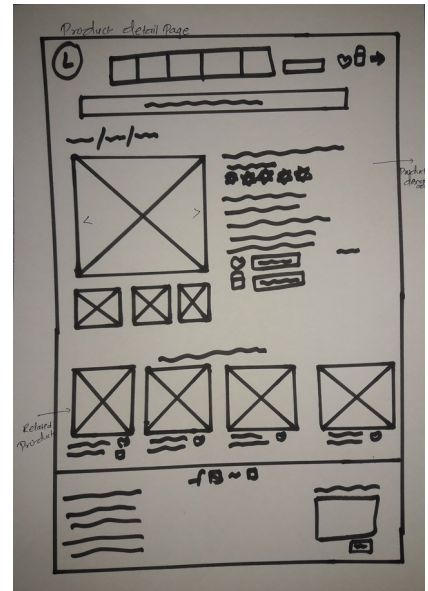
After deciding the features to be included on the e-commerce site, I designed simple hand sketches to have basic idea on what a website should look like. I generated idea of web pages from the main page i.e home page to products listing page and product details page which is shown below:



fig(a) Home page



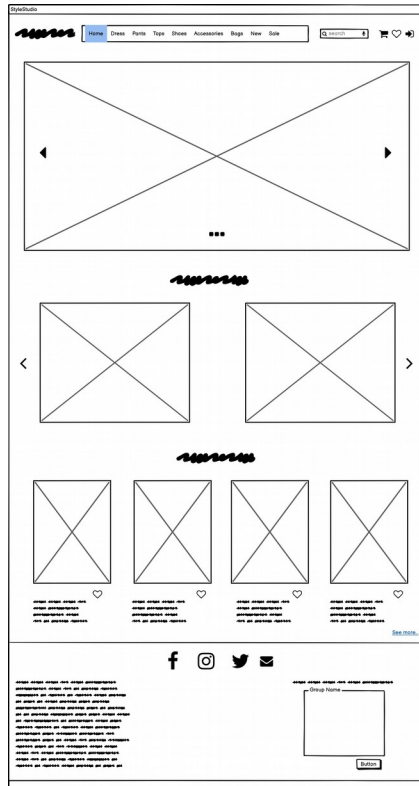
fig(b) Product listing page



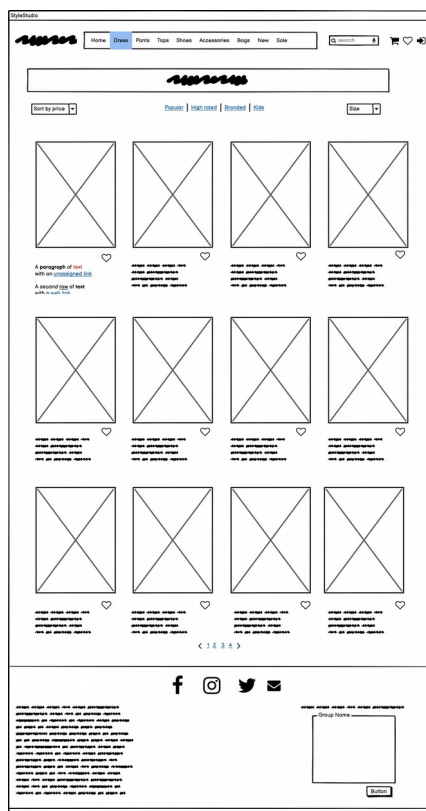
fig(c) Product details page

Low-Fidelity Wireframes

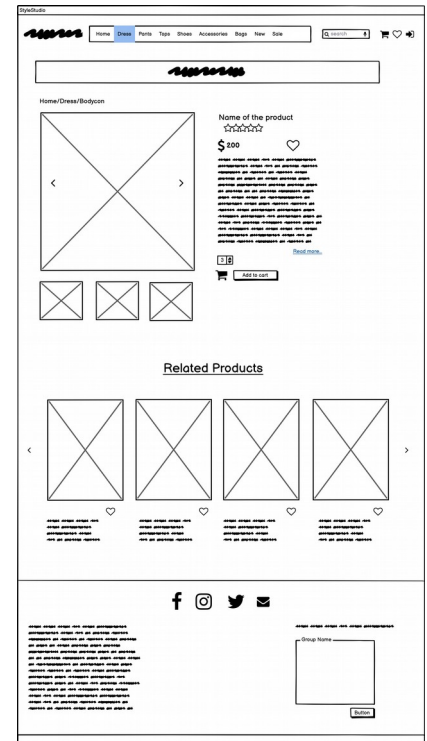
I converted the pen-paper wireframes into digital form using balsamiq application. I designed the low fidelity wireframes of all three main pages with their own features which is shown below:



fig(a):Home page



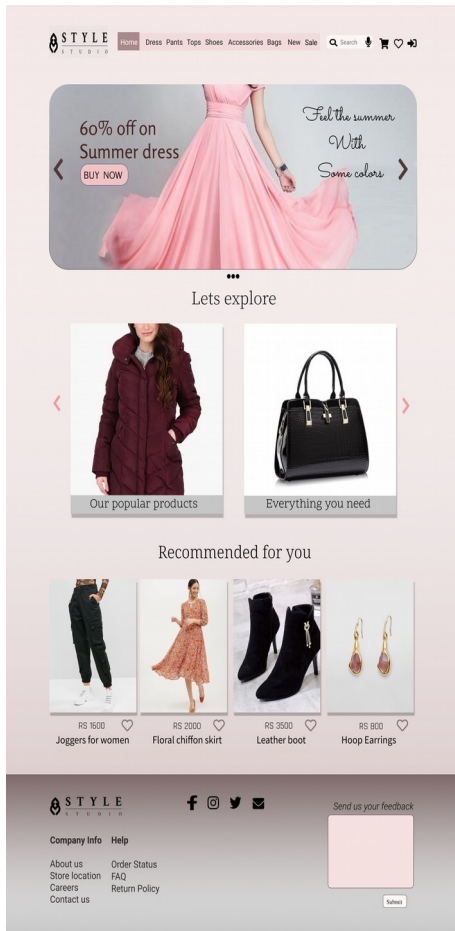
fig(b): Product listing page



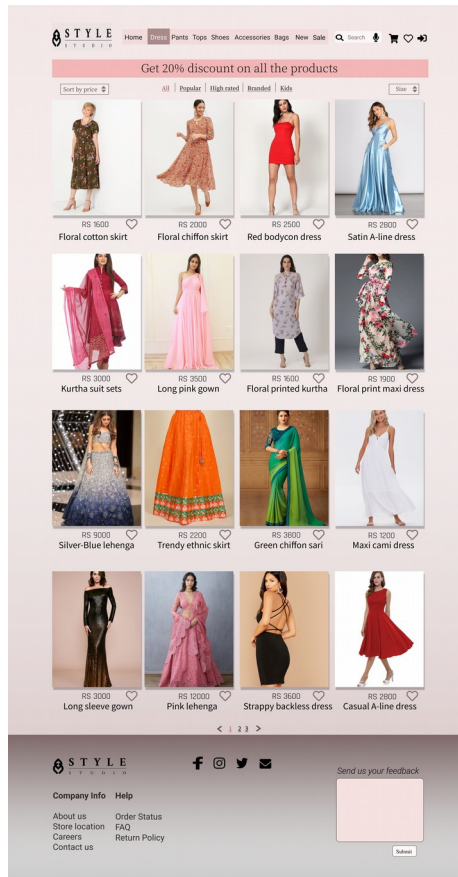
fig(c): Product details page

High-Fidelity Wireframes

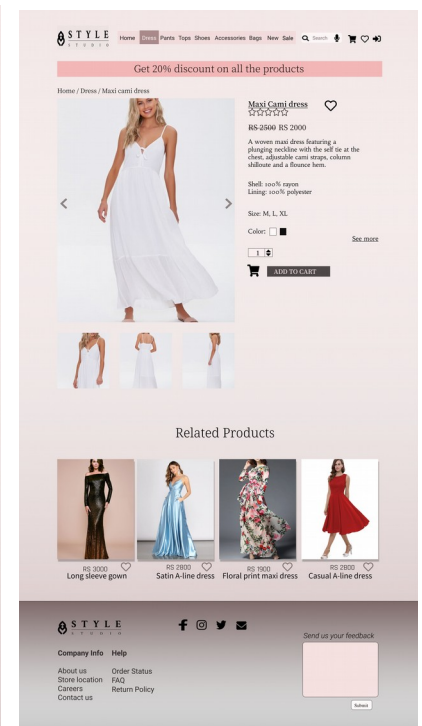
Finally, I used Figma to design the high-fidelity mockup by adding the appropriate features, pictures and descriptions required for the fashion related style studio e-commerce website. There can be different pages depending on different navigation and features selection but I designed the main three pages which is as shown below:



fig(a) Home page



fig(b) Product listing page



fig(c) Product details page