BagHub
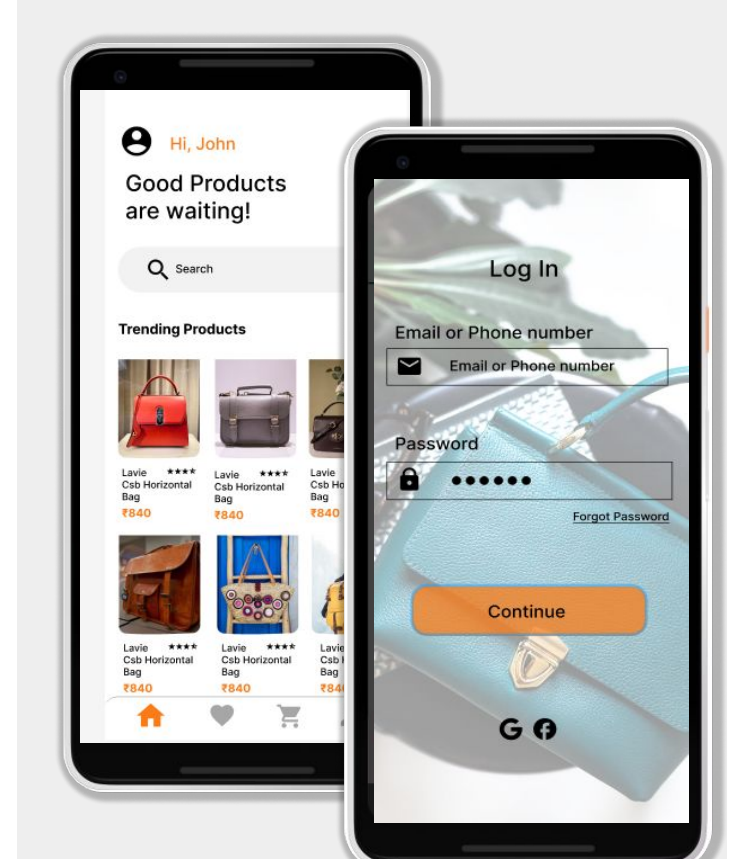**Bags online shopping App**

Apra Khanna

Project overview

The product:

Baghub is new online handbags shopping app exclusively designed to purchase variety of bags online for everyone. This app provides good deals on all type of brands with EMI options for buying bags.

Project duration:

March 2023 to April 2023

Project overview

⊙

The problem:

We aim to address common pain points of online shopping, such as difficulty in finding specific bags for the occasion and a seamless checkout process.

★

The goal:

Our goal is to create a user-friendly online shopping experience for customers who are looking to purchase high-quality handbags from a variety of brands.

Project overview

My role:

UX designer designing an app for handbags shopping from order to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was 18 to 60 years age group.

This user group confirmed that they like to shop online bags , but research also revealed that Users may appreciate the convenience of being able to browse and purchase handbags from the comfort of their own home or while on the go. Users find it helpful to read reviews from other customers before making a purchase, which can provide valuable insights into the quality and fit of a product.

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User research: pain points

1

Difficulty finding specific products

Users may have trouble finding the exact type of handbag they are looking for, especially if they are not familiar with specific brands or terminology.

2

Unclear return policies

Users may be hesitant to make a purchase if they are unsure about the return policy or the process for returning a product.

3

Limited product information

Users may feel like they do not have enough information about a product to make an informed purchasing decision, such as details about materials, size, or functionality.

4

Accessibility

Platforms for shopping bags are not equipped with assistive technologies

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Persona: **Ying**

Problem statement:

Ying, a busy litigation specialist and semi-professional swimmer with a visual impairment, faces difficulties in online shopping for handbags due to the lack of effective screen reader technology on some platforms.

"I want screen reader technology on shopping bag apps"

Carlos

Age: 45
Education: Juris Doctor Degree
Hometown: Denver, Colorado
Family: Single, Lives alone
Occupation: Lawyer

Goals

The app should provide a smooth and seamless experience, allowing Ying to browse and purchase handbags without encountering any barriers or limitations due to their disability.

Frustrations

Ying faces frustrations related to accessibility, such as difficulty navigating menus or completing forms, which can make the shopping experience less efficient and more time-consuming.

Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader users. Ying specifically would like for there to be an easier way to shop for online bags.

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User journey map

ACTION	Ying creates an account on the app	Ying explores the app's offerings	Ying selects a handbag to purchase	Ying completes the purchase	Ying receives order confirmation and tracking information
TASK LIST	Enter personal information, set up account preferences, and verify email/phone number.	Browse through various handbag categories, filter products by preferences, and read product descriptions.	Add handbag to cart, select quantity and size, and proceed to checkout.	Enter shipping and billing information, select payment method, and review order summary.	Review order summary and tracking information, provide feedback or ratings.
FEELING ADJECTIVE	Anxious about providing personal information, relieved when verification is successful.	Frustrated if unable to navigate categories, pleased with clear and comprehensive product descriptions.	Frustrated if unable to add item to cart, pleased with clear and concise product information.	Frustrated if unable to complete form fields, relieved when order is successfully placed.	Satisfied if order is accurately processed and delivered, frustrated if feedback cannot be provided.
IMPROVEMENT OPPORTUNITIES	Ensure that registration forms are designed to be easy to navigate for screen readers and provide clear instructions. Provide alternative options for verification (such as audio-based verification).	Ensure that categories are easily navigable with screen readers, use clear and concise language in product descriptions, and provide alternative text for product images.	Ensure that adding items to the cart is easily navigable with screen readers, provide clear information about sizes and availability, and ensure that checkout forms are designed for easy navigation with screen readers.	Ensure that checkout forms are designed for easy navigation with screen readers and provide alternative payment options for users with disabilities.	Ensure that order confirmation emails and tracking information are accessible and provide alternative ways to provide feedback (such as through customer service channels).

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy shopping process** to help users save time.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Profile pic of user

Trending Products

Handbags on display

Google

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
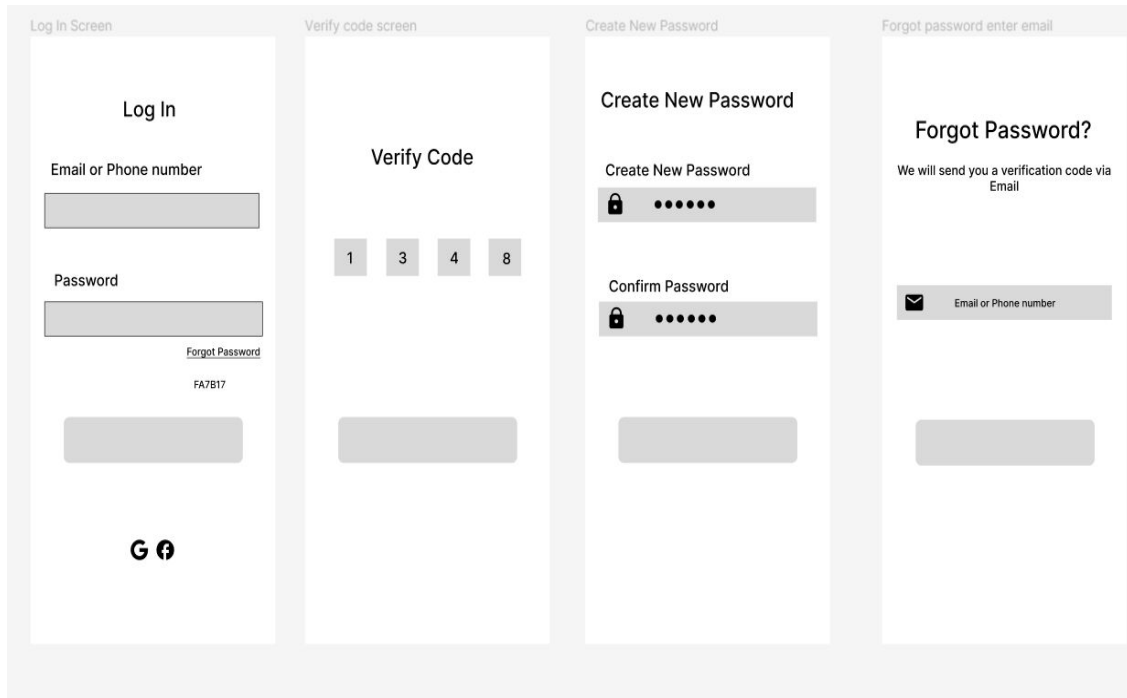
Verify Code

| 1 | 3 | 4 | 8 |
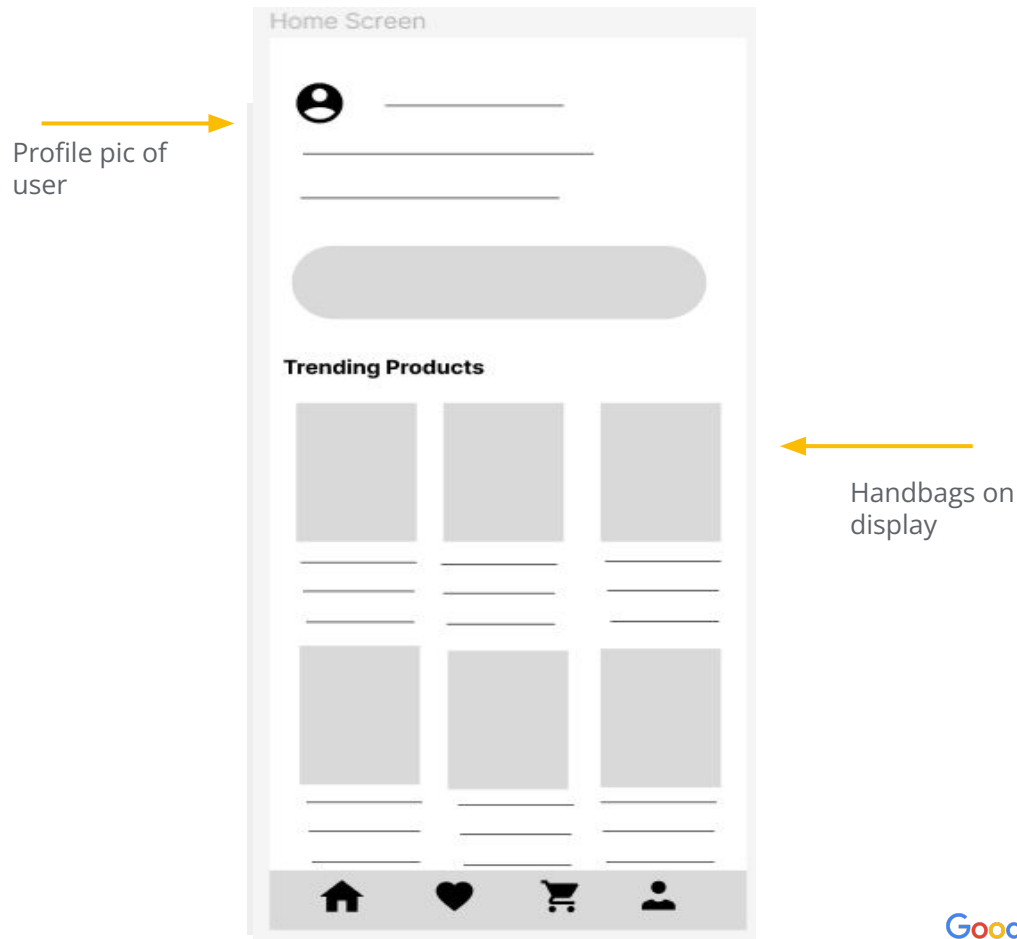
Displaying otp

Continue

Easy access to navigation that's screen reader friendly.

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was ordering a bag, so the prototype could be used in a usability study.

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Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to remove and add items in cart

2. Users want more payment options

Round 2 findings

1. The checkout process has too many unnecessary steps
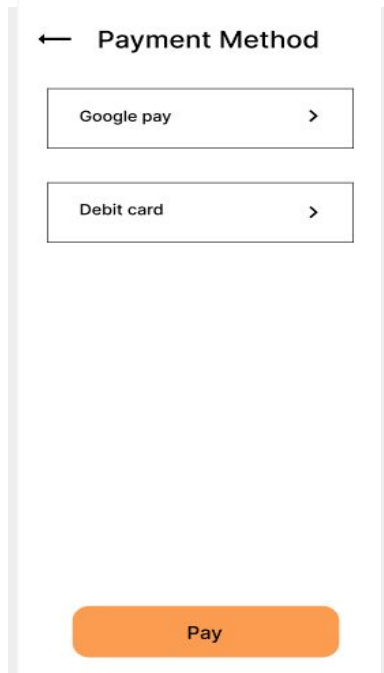
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Refining the design

- Mockups

- High-fidelity prototype
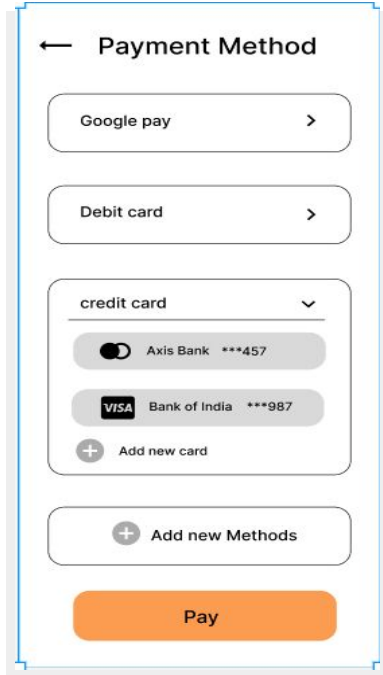
- Accessibility

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Mockups

Early designs had two
payment options only but
after the usability studies, I
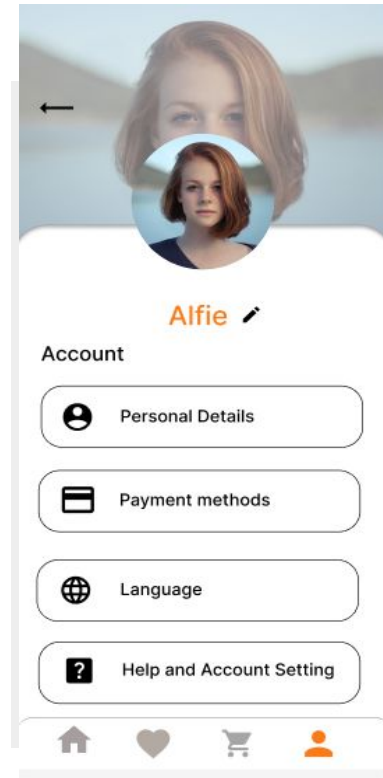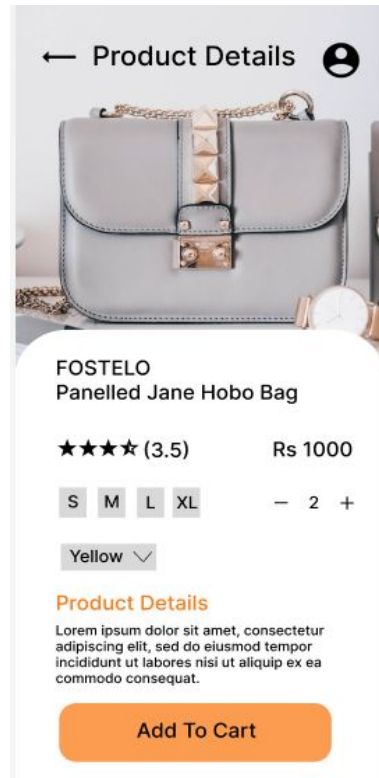added additional options
for payment.

Payment Method

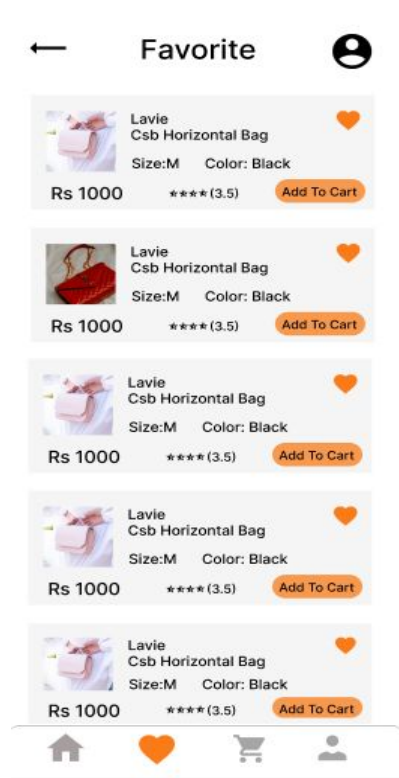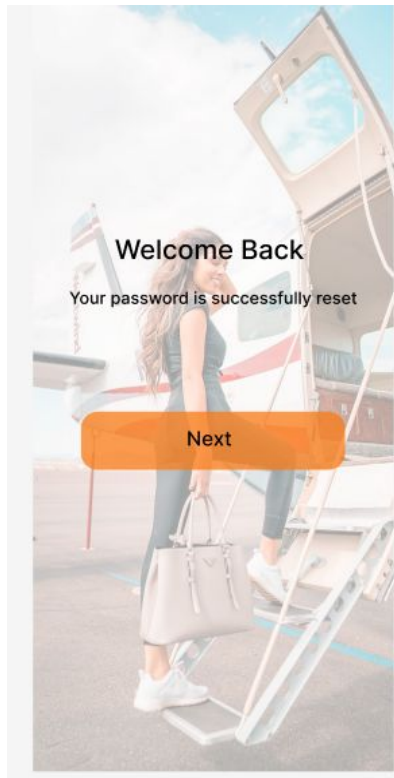Google pay >

Debit card >

Pay

Payment Method

Google pay >

Debit card >

credit card ⌄

Axis Bank ***457

VISA Bank of India ***987

Add new card

Add new Methods

Pay

Google

Mockups

Welcome Back
Your password is successfully reset

Next

Favorite

Lavie
Csb Horizontal Bag
Size:M   Color: Black
Rs 1000   ★★★★(3.5)   Add To Cart

Lavie
Csb Horizontal Bag
Size:M   Color: Black
Rs 1000   ★★★★(3.5)   Add To Cart

Lavie
Csb Horizontal Bag
Size:M   Color: Black
Rs 1000   ★★★★(3.5)   Add To Cart

Lavie
Csb Horizontal Bag
Size:M   Color: Black
Rs 1000   ★★★★(3.5)   Add To Cart

Lavie
Csb Horizontal Bag
Size:M   Color: Black
Rs 1000   ★★★★(3.5)   Add To Cart

Product Details

FOSTELO
Panelled Jane Hobo Bag

★★★★☆ (3.5)   Rs 1000

S M L XL   − 2 +

Yellow ∨

Product Details
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labores nisi ut aliquip ex ea
commodo consequat.

Add To Cart

Alfie ✎
Account

Personal Details
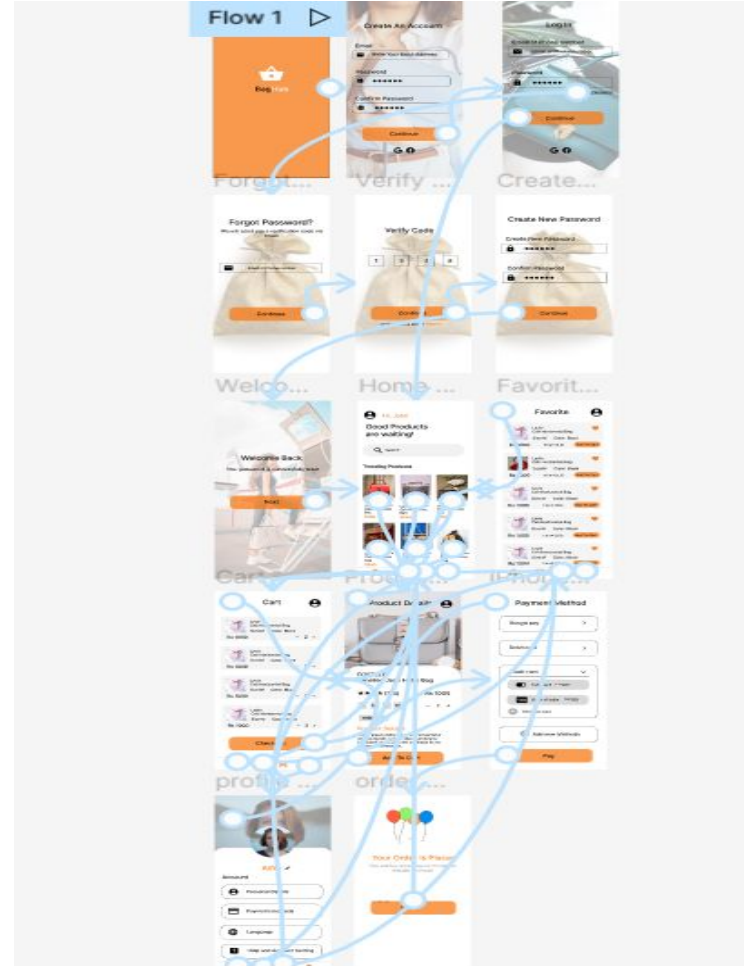
Payment methods

Language

Help and Account Setting

Google

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for online shopping of handbags

View the Baghub app

Google

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for bagsto help all users better understand the designs.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel like Baghub app really thinks about how to meet their needs.

What I learned:

While designing the Baghub app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Google

Let's connect!

Thank you for your time reviewing my work on the Baghub app! If you'd like to see more or get in touch, my contact information is provided below.

Email: apra.khanna2304@gmail.com

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