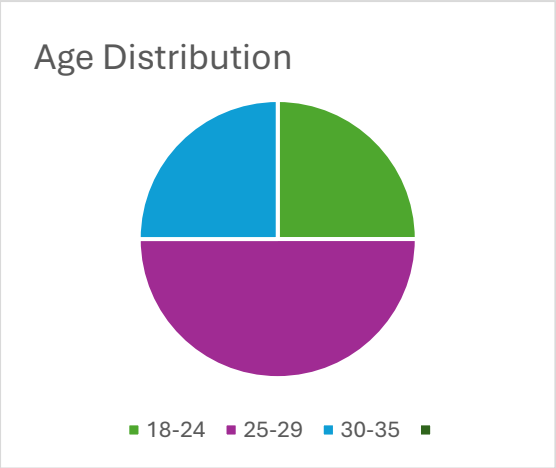
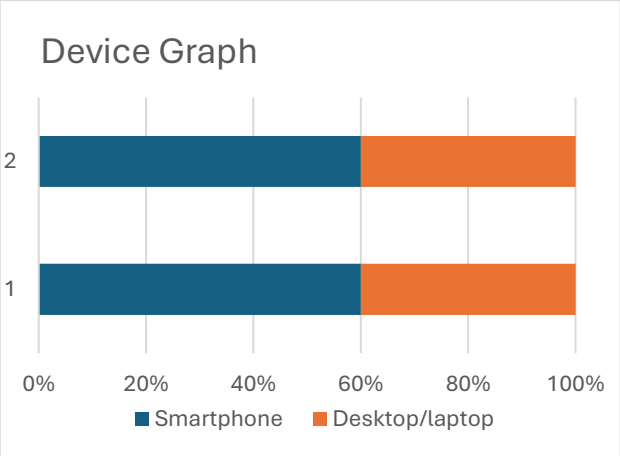
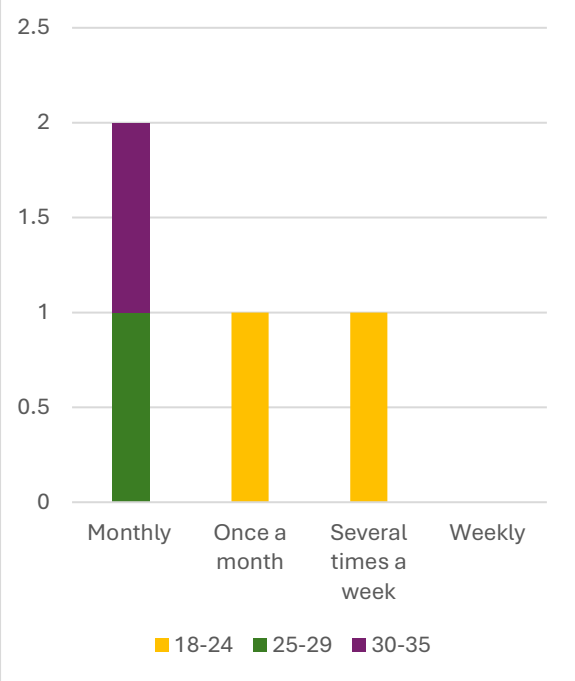
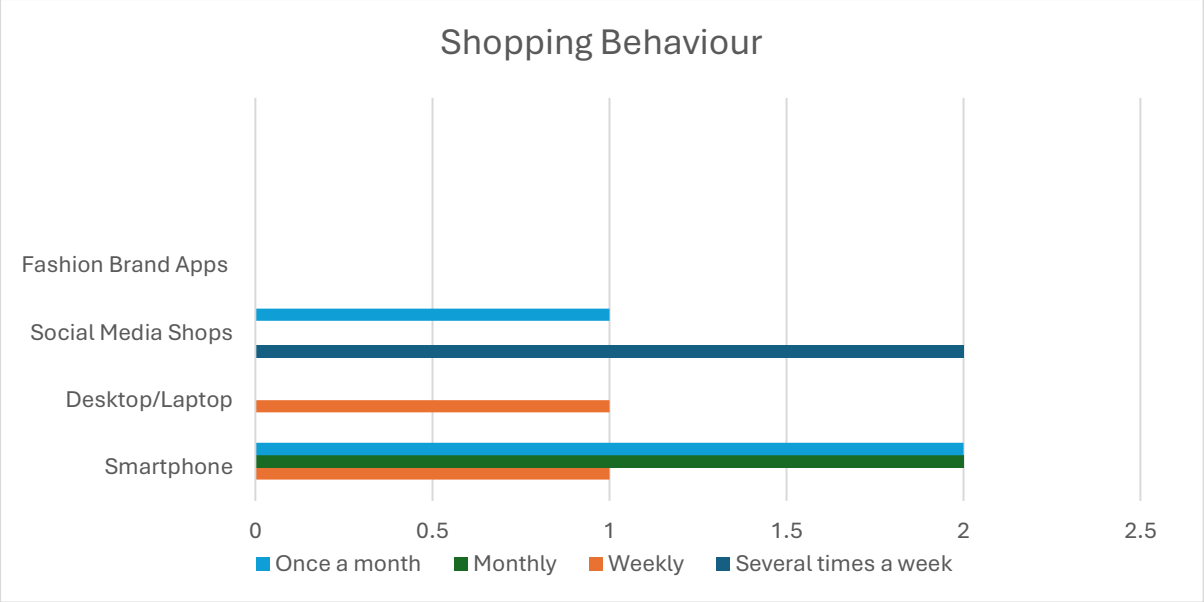
Fashion App Insights

Shopping Behaviours

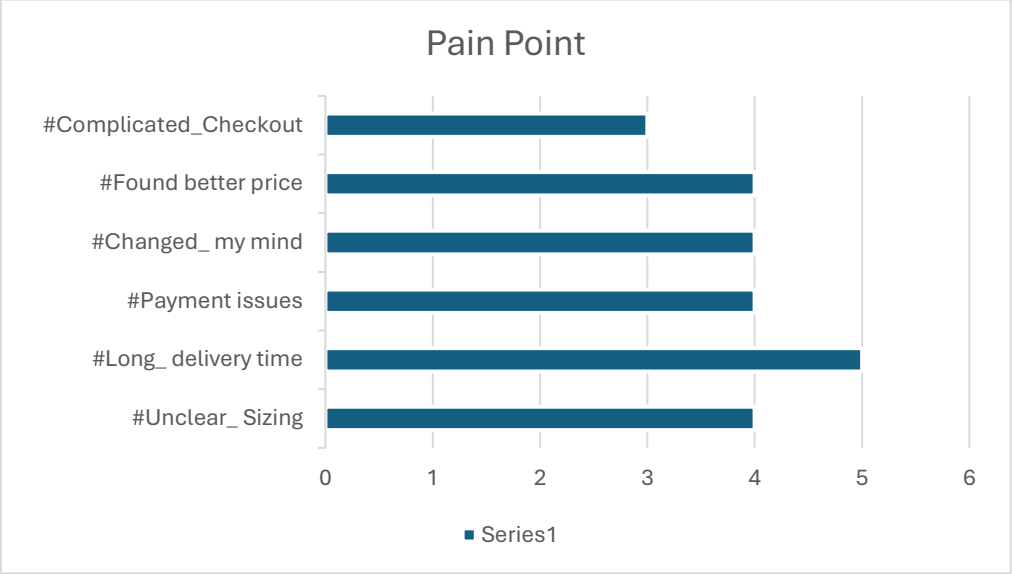








Pain Points



Unclear_ Sizing: Sizing information is unclear, causing issues for customers.

Long_ delivery time: Customers are experiencing long times for delivery of their orders.

Payment issues: Causing problems occurring with payment processing's or methods.

Key Quotes:

User needs the products based on style similarity to items users are interested in.

User needs Make it easy to reach out with delivery concerns.

User needs want to make the payment process quicker and more efficient.

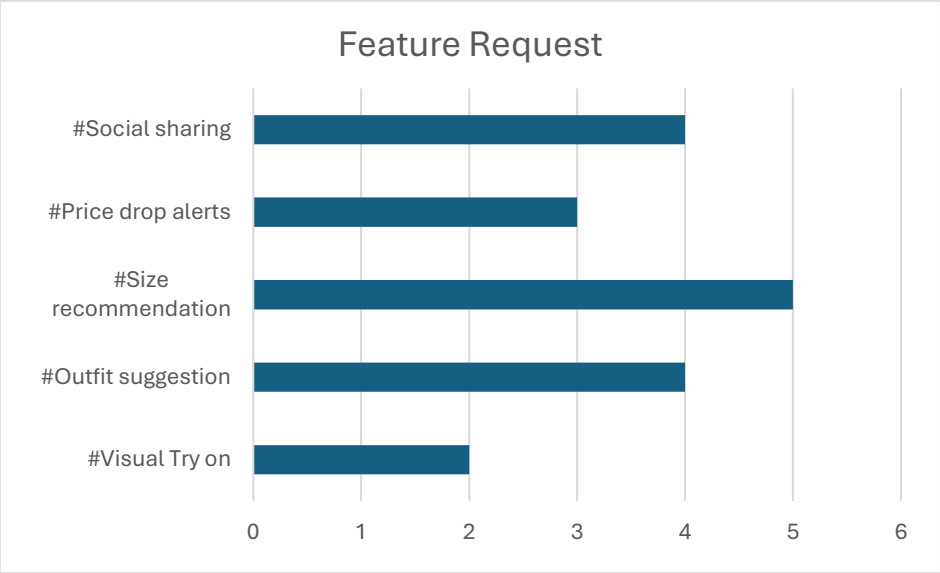
Actionable Recommendations:

Provide clear and detailed sizing information to help customers make informed decisions and reduce issues related to unclear sizing.

Work on reducing delivery times to enhance customer satisfaction and experience.

Make it easy for customers to reach out with delivery concerns to improve transparency and trust.

Feature Request



Size recommendation: Suggests the project has a feature to help users find their correct size for clothing or products.

Prize drop alerts: The project likely allows users to set alerts for when the price of a product drops.

Social Sharing: Implies users can share their choices, outfits, or Wishlist on social media or within the platform.

Key Quotes:

Helps customers find right sizes and save items.

Customers know when the price of an item they've shown interest in goes down.

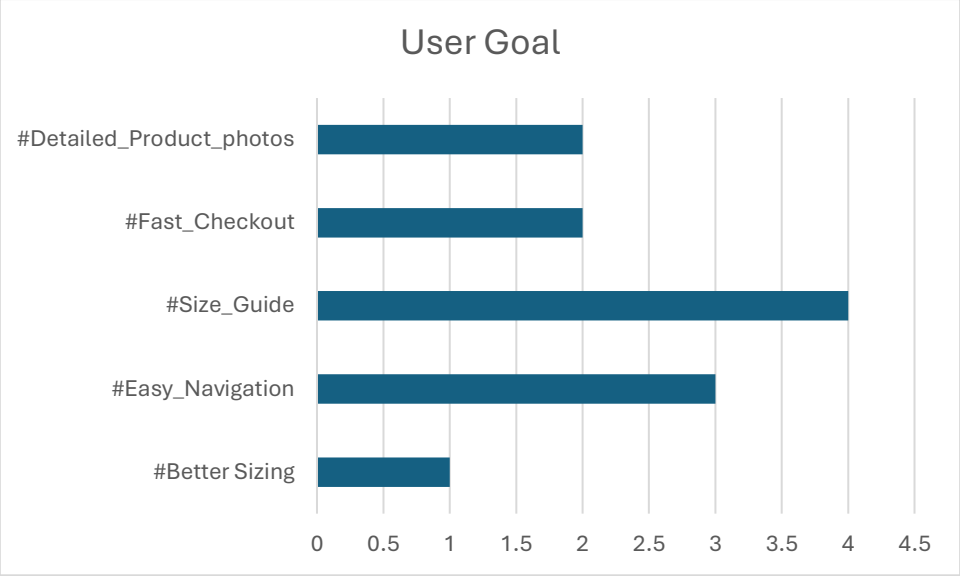
Allows customers to share looks and get style suggestions.

Actionable Recommendations:

Enhance the size recommendation feature with detailed size charts for different brands to help users find their fit better.

Promote the price drop alerts feature through social sharing, letting users share deals they've got alerts with friends.

User Goals



The analysis revealed the following user goals:

Easy Navigation: User needs Clear categories & subcategories, Search bar with suggestions.

Detailed_Product_photos: User needs High-res images from multiple angles, Zoom-in features Lifestyle photos showing product.

Fast Checkout: User needs One-click payment options, Guest checkout features, Saved payment methods.

Key Quotes:

Ease of use suggests making the website or app more user-friendly for customers.

Show products from different angles to give customers a better view.

Customer wants to make the payment process quicker and more efficient.

Actionable Recommendations:

- Implement clear categories & subcategories with a search bar that has suggestions to enhance easy navigation.
- Enable one-click payment options, guest checkout features, and saved payment methods to facilitate a fast checkout process.