



جامعة مصر للمعلوماتية
EGYPT UNIVERSITY
OF INFORMATICS



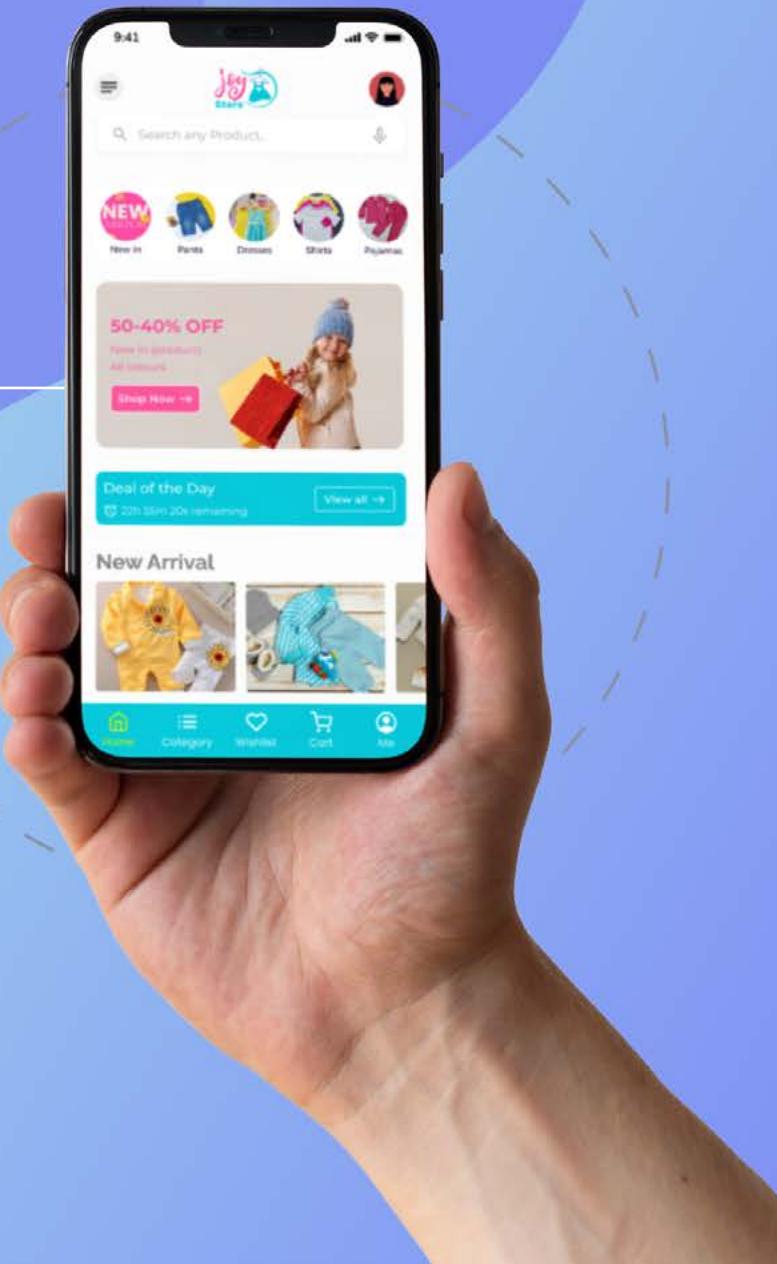
Ministry of Communications
and Information Technology



E-commerce app

Joy Store

Tools used :



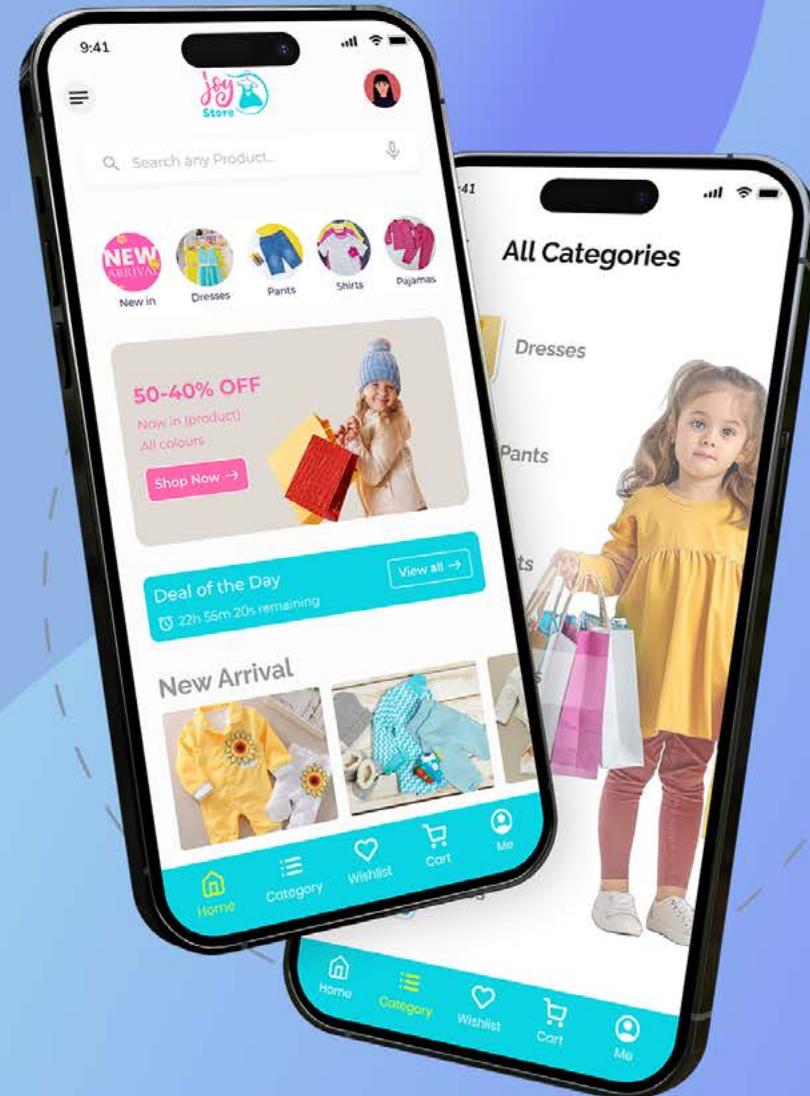


▪ Project Overview

joy application provide locally high quality products at affordable prices helps you find clothes to your daughter designed for girls , their age from 0:14

▪ Target Audience:

Girls aged 0 to 14 years.



Research for making fashion Joy store

To create Joy store, targeting girls aged 0 to 14, I need to conduct thorough research in several key areas. Here's a breakdown of research aspects and resources to consider:

1. Market Research :

- Industry Trends: Research the current trends in kids' fashion, such as popular brands, clothing styles, and sustainable fashion options. Check for growing niches like eco-friendly clothing or customizable designs.
- Competitor Analysis: Study popular fashion apps targeting kids, such as JUMIA, H&M Kids, or PatPat. Analyze their features, UI/UX, product offerings, and how they cater to both kids and parents.
- User Demographics: Understand your target market—girls aged 0 to 14 and their parents. This includes examining spending habits, purchase decision drivers, and factors like brand loyalty, fashion preferences, and safety concerns.



2. User Research :

- Parent-Centric Approach: Since parents are typically the ones making purchases for younger children, interview parents to understand their priorities (e.g., safety, quality, ease of use, price).
- Kids' Preferences: For the older age group (7-14), girls may have their own fashion preferences. Conduct surveys or focus groups to understand what styles, colors, or characters they prefer.
- User Behavior Studies: Look at the shopping behavior of both parents and kids.
For example, how much time do parents spend researching clothes?
Do they prefer recommendations from influencers or social media?

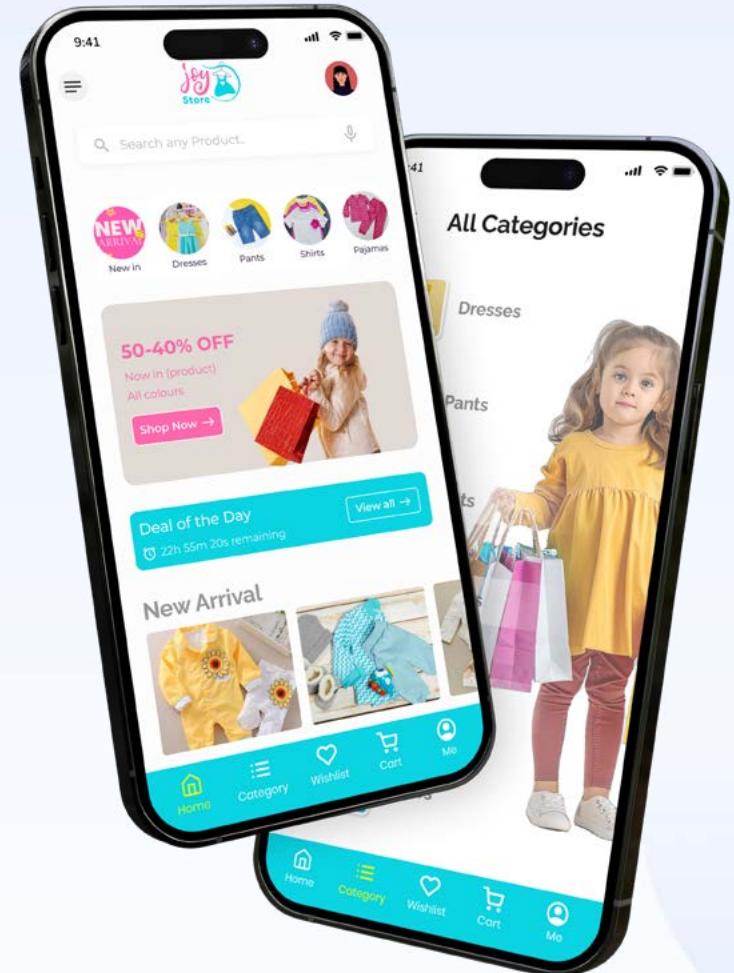
3. Technology Research :

- AI & Personalization: Explore how AI can enhance the shopping experience through personalized recommendations based on browsing history, favorite brands, or sizes.
- Augmented Reality (AR): Consider integrating AR features for virtual try-ons. For instance, parents can see how clothing items would look on their children before purchasing.
- Payment & Security: Investigate secure payment options and ensure the app supports parental controls to avoid unauthorized purchases. Adding multiple payment methods (like digital wallets) is essential for user convenience.



4. Design Research :

- UI/UX for Kids: Kids respond well to bright, interactive designs. Study the best design practices for kids' apps, such as using larger buttons, icons, and minimizing text. Platforms like Dribbble or Behance can provide inspiration from top designers.
- Parental Experience: For parents, prioritize simplicity, ease of navigation, and detailed product information (size guides, material, washing instructions, etc.).
- Accessibility: Research accessibility features for both kids and parents. This includes screen reader compatibility, color contrasts, and other features that ensure the app is user-friendly for all.



Problem Statement

the order often arrives late , some customers face issues with payment and mothers have difficulty finding the clothes they want to their daughter there are frequent complaints about customer service, and the product images often do not reflect reality.

Problem solution

Order tracking is available Multiple payment method are available and there is a special section for all girls customer service can be contacted through various methods ,and the photos accurately reflect the products

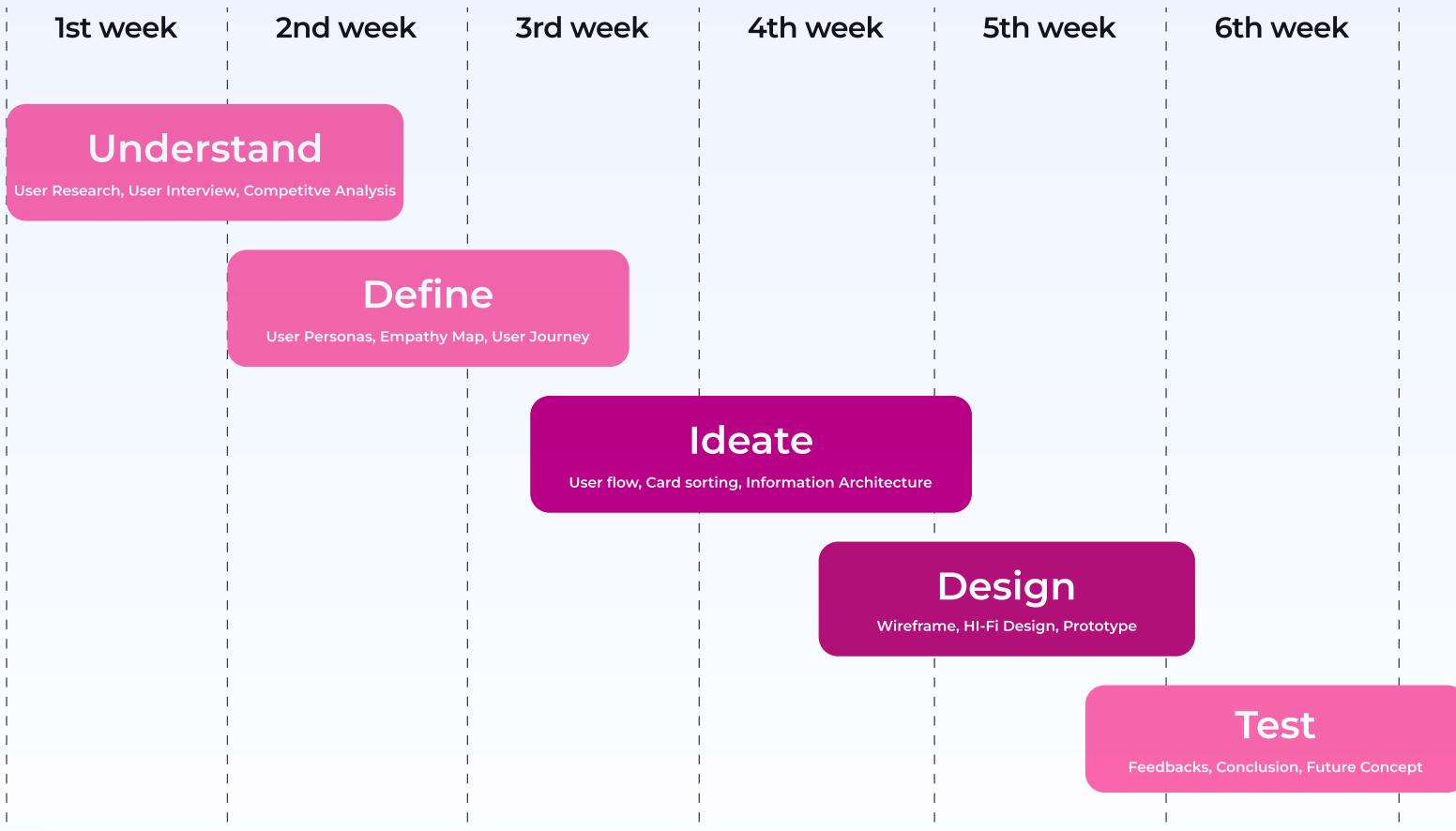
User Research

include studies interviews survey usability testing and other method to gain deep understanding of users.

stakeholders interview

- What is your rule in this project ?
- What is your idea?
- What are your goals, and vision for your company?
- Who are your users?
- What problem does your product solve?
- Who are your competitors?
- There is any research that has been done before?
- Are there any technology constraints?
- What is the deadline for the project?
- What is your usp?
- Guidelines-brand identity?
- What is the average time of the meeting?
- What is your budget?

Design Timeline



Competitive Analysis



Strength

- Wide range of products
- Reliable and fast shipping
- Prime benefits

Weaknesses

- Prime version can be expensive
- Services not available every where

Features

Voice Search



Try before you buy



Many payment method



Free shopping



special offer



- Competitive pricing
- Fast shipping
- Strong regional

- Limited global reach



- competitive pricing
- Good product quality

- Many ads in the app
- late shipping
- no location

SWOT

ANALYSIS

STRENGTHS

- our production is local
- Having many payment method
- Having variety of product

WEAKNESSES

- we are new and have no experience
- do not have marketing way

OPPORTUNITIES

mothers are focusing more on shopping through online stores

THREATS

- Having a lot of competitors
- have good services
- they have strong advertising

Quantitative Research (user interview)

- HOW is your day ?
- Do you like to shop online to your daughter?
- what application did you use?
- what feature attracted you to the application?
- what payment method do you prefer?
- Do you have any suggestion you would like to add?

Empathy Map

THINKS

Access to dedicated section for her daughter with a variety of stylish options
Reliable and timely updates on her order

Feel

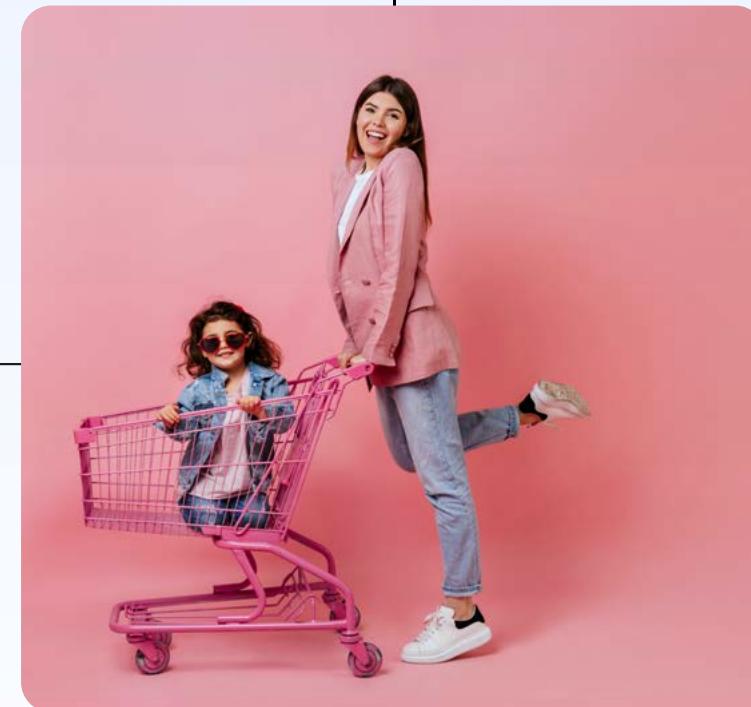
stress about delayed or lost shipments

says

I like to buy online because the stores are crowded

Does

sharing her own experience and tips on social media



USER PERSONA



sarah
35, teacher

PASSIONATE INDEPENDENT PUNCTUAL WITTY

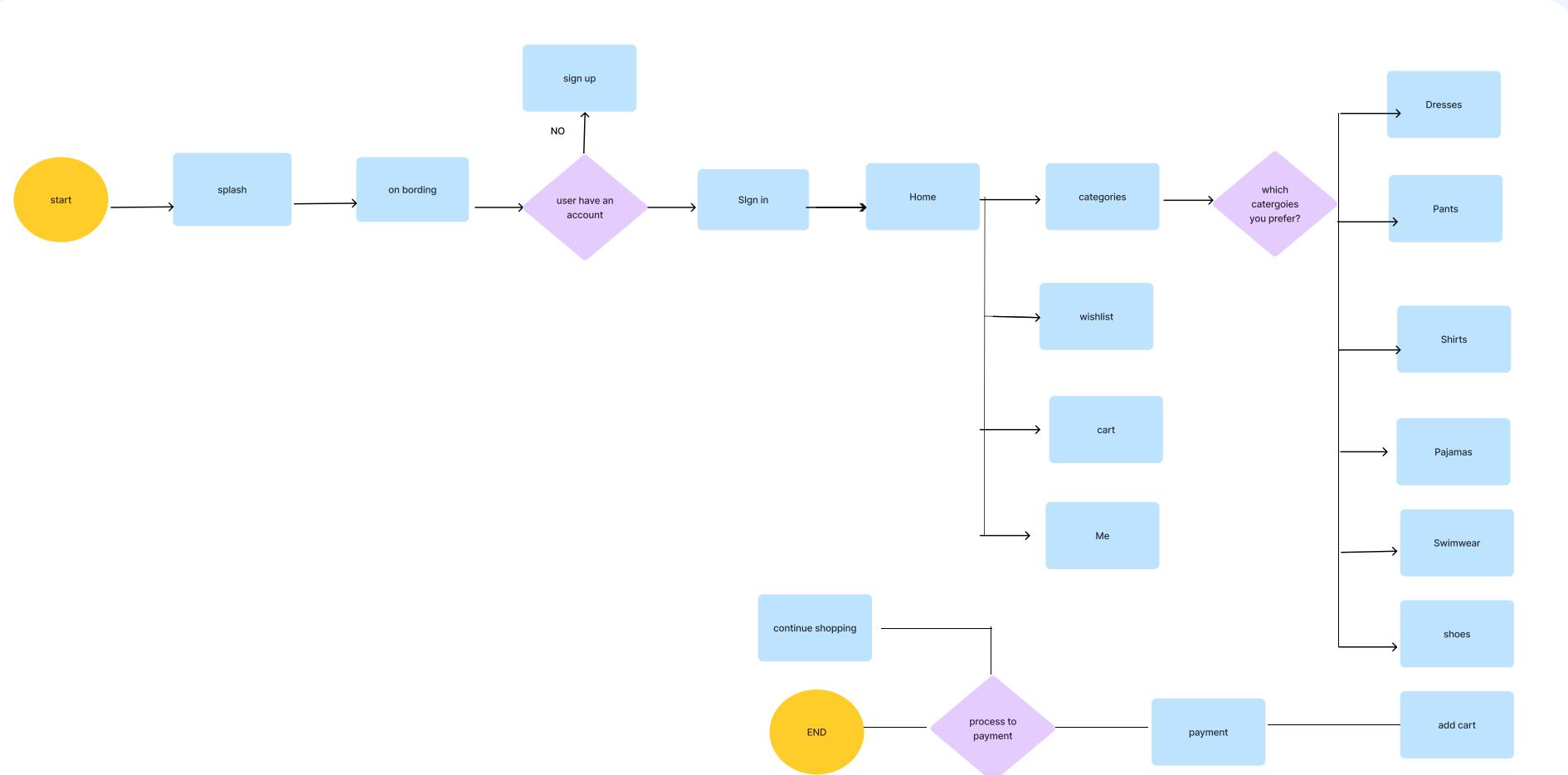
Bio

sarah is a busy working mother who loves to dress her daughter in stylish and comfortable clothes. She's always looking for the latest trends in baby fashion but values practicality and comfort. She prefers shopping online due to her busy schedule and often relies on mobile apps for convenience.

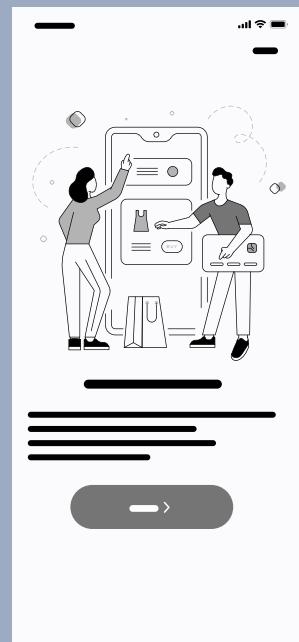
GOALS

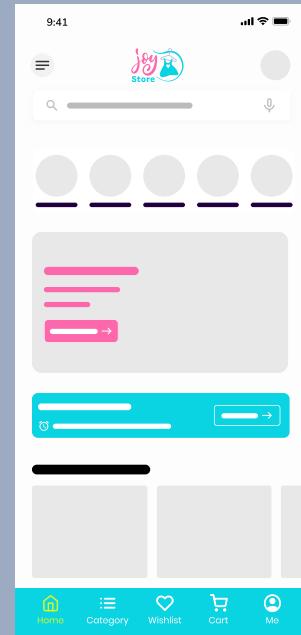
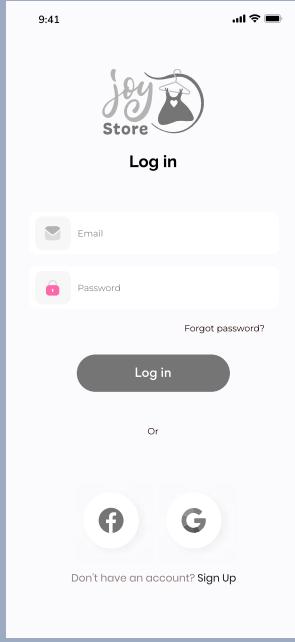
Keep her daughter looking cute and stylish: sarah enjoys dressing her daughter in the latest trends, and she takes pride in selecting outfits that are both fashionable and functional.
Find high-quality, comfortable clothing
Quality is important to sarah, as she wants her daughter to be comfortable while wearing clothes that will last.
Convenient shopping experience: As a working mom, sarah values apps that make the shopping experience easy, quick, and enjoyable.

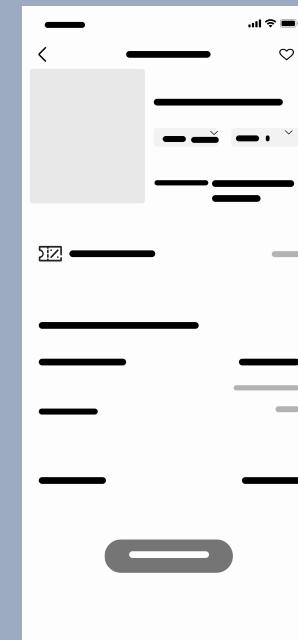
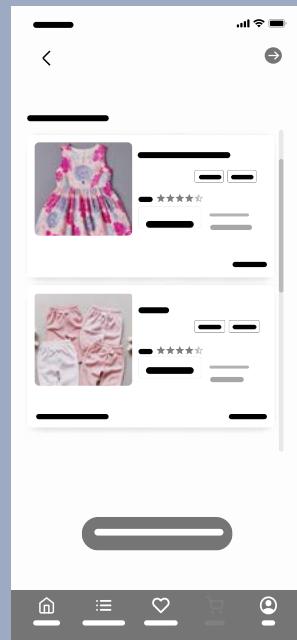
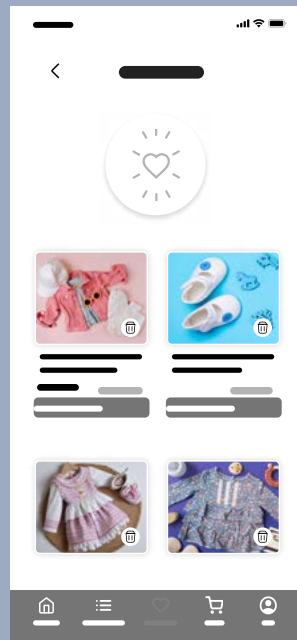
USER flow

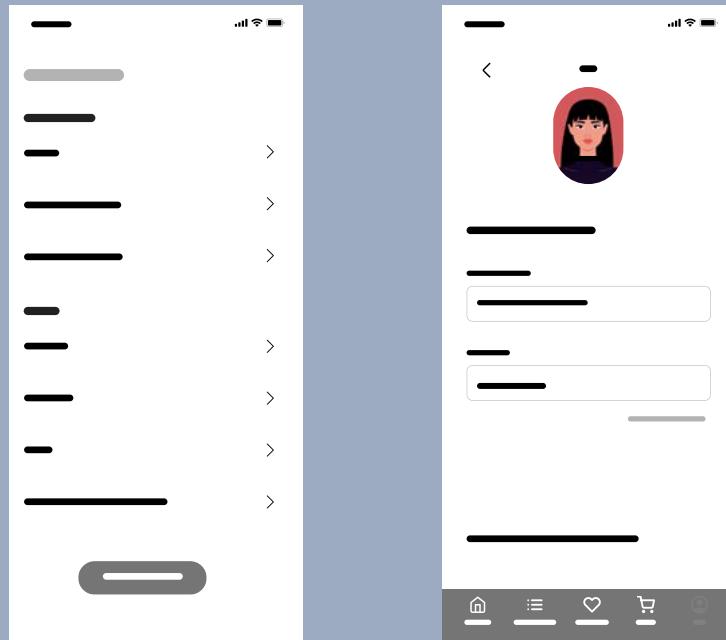


Wire frame









My future vision to improve Joy Store

- **Interactive Elements:**

Use animations or interactive buttons to engage younger audiences.

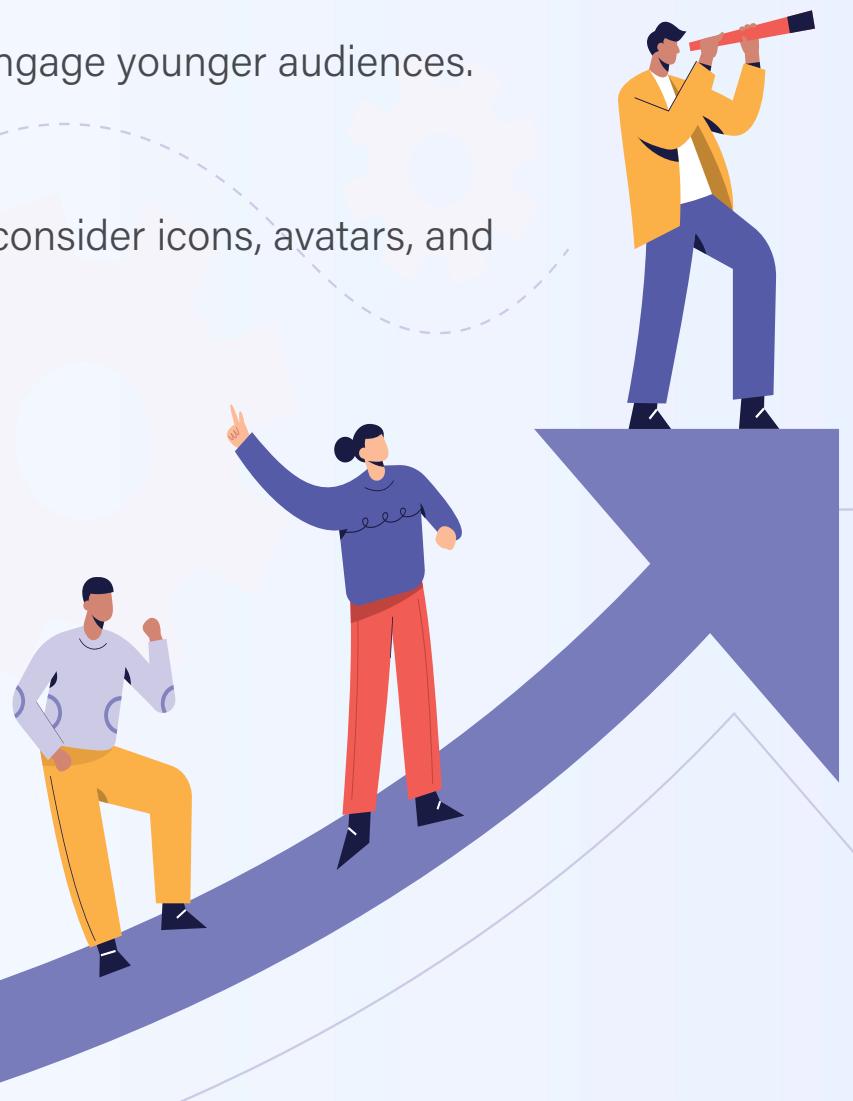
- **Visuals Over Text:**

Younger users respond well to visuals, so consider icons, avatars, and large product images.

- **Augmented Reality (AR):**

Consider integrating AR features for virtual try-ons. For instance, parents can see how clothing items would look on their children before purchasing.

- **Point program** to support buying.



Important Links :

Prototype Joy Store URL :

<https://www.figma.com/proto/88lxmbGgKi9Ow3kPGy6cGm/Joy-Store?page-id=0%3A1&node-id=32-1738&viewport=1377%2C-533%2C0.27&t=TFXW5tL4SCYcr55U-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=33%3A8973>

Study Case Joy Store URL :

<https://www.figma.com/design/tdOTHq8cG8V5Kl9SkTkeeD/case-study-joy-store?node-id=35-0&t=Lrc08pJ6kEdKLtCc-1>

Video Joy Store URL :

https://drive.google.com/file/d/1ICZVEoluq4vY7AevmV49lInAIHTG_ocE/view?usp=drive_link

http://www

Thank You!

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Christeen Nabil