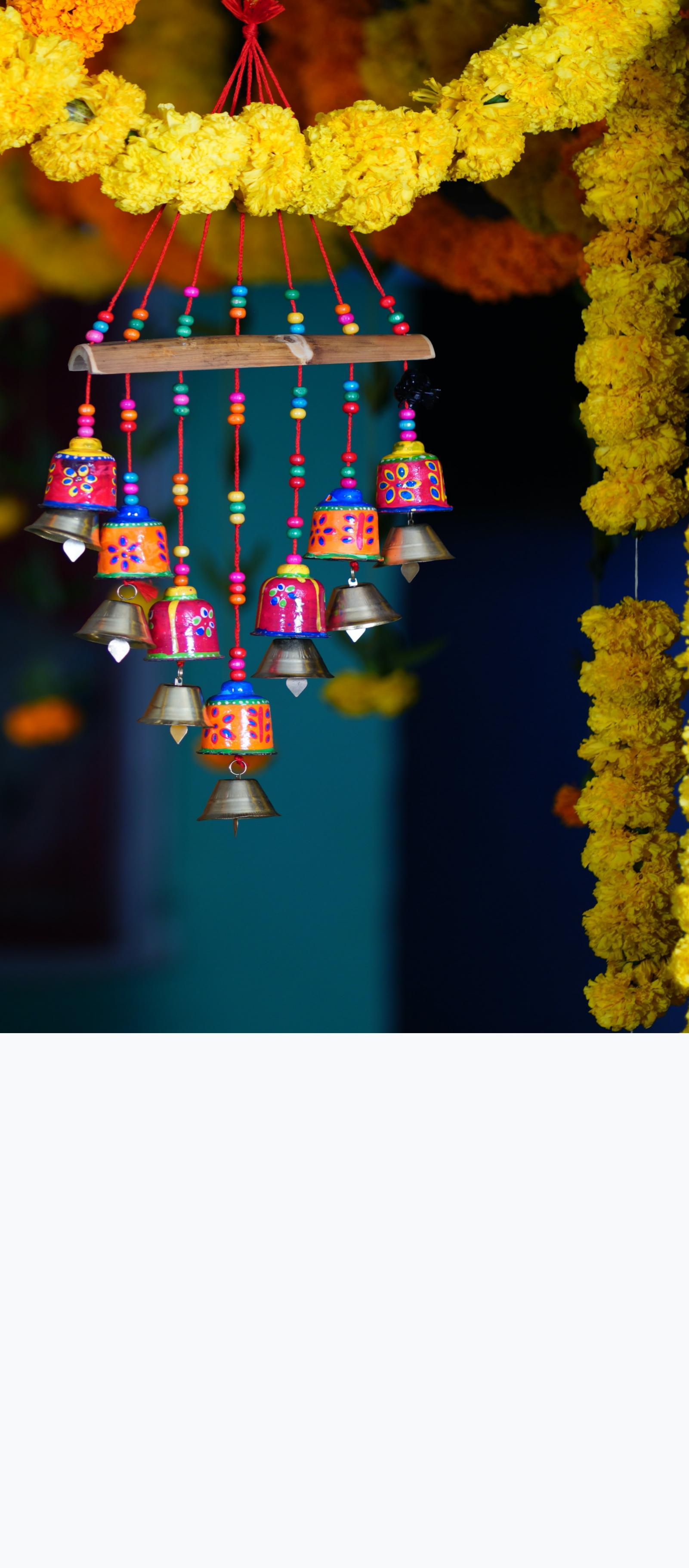
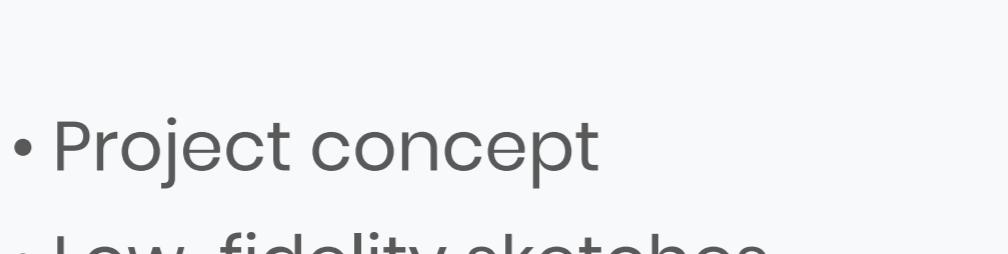


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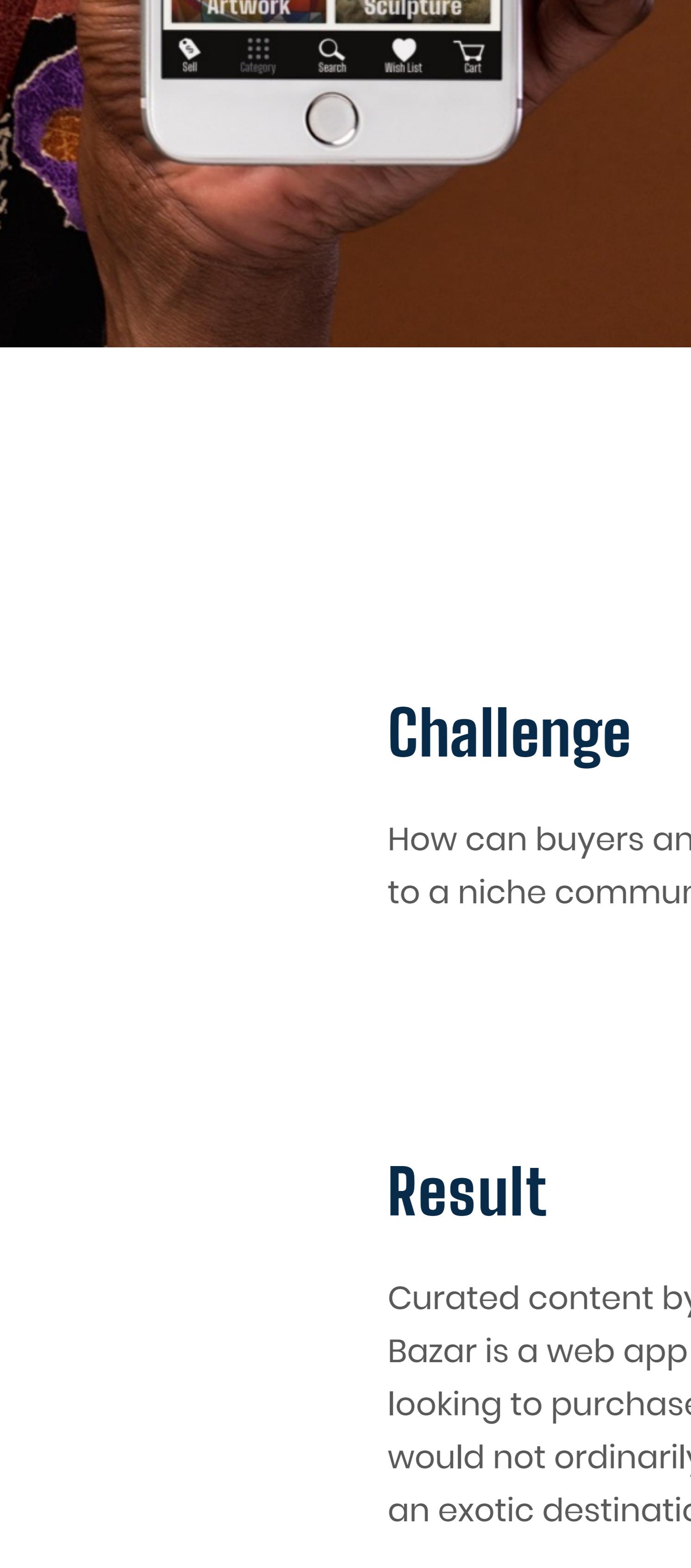
A World-Goods Resale Shop

UI Case Study



My Role

- Project concept
- Low-fidelity sketches
- Multiple iterations based upon user feedback
- Design: color, hierarchy, typography
- Photo curation and enhancement
- Logo design
- Mid-fidelity wireframes
- Prototype, iterations based upon user feedback
- Final design screens



Overview

An e-commerce site inspired by colorful collections of fabrics, masks, buddha statues, sari fabrics, and wood carvings from adventures of the global nomad.

Ready to de-clutter?

Don't discard it... share it with someone new!

Challenge

How can buyers and sellers post items for sale to a niche community of global citizens?

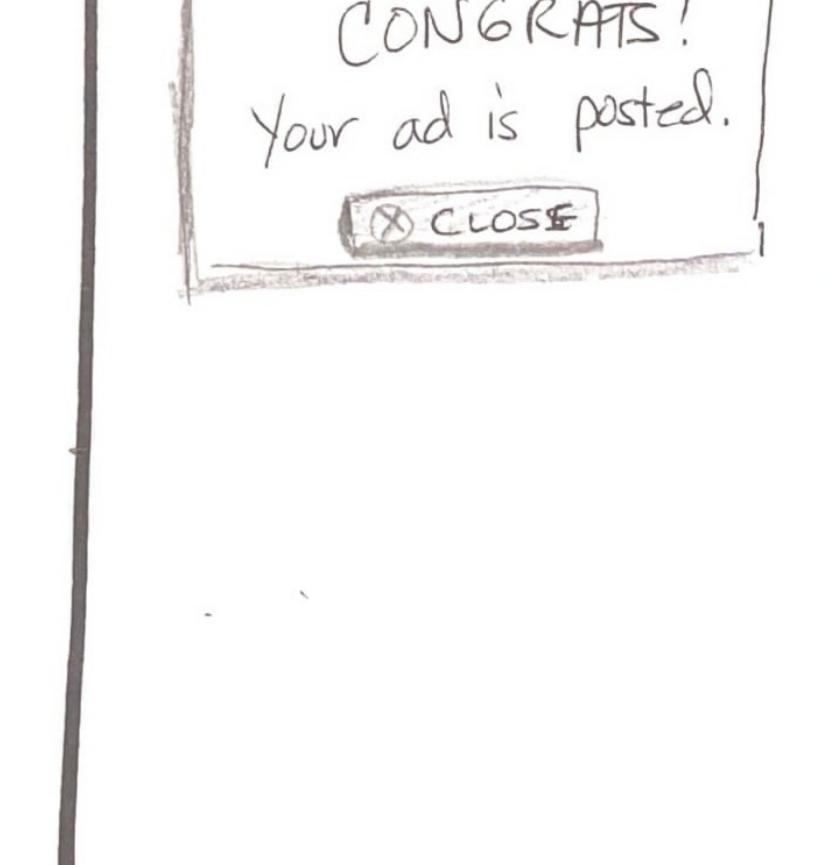
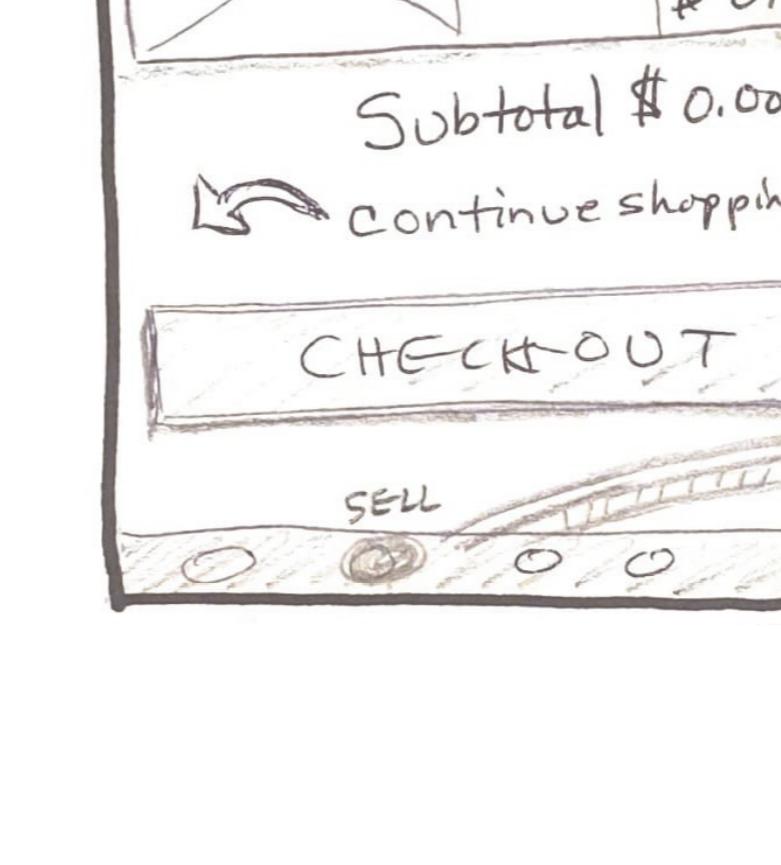
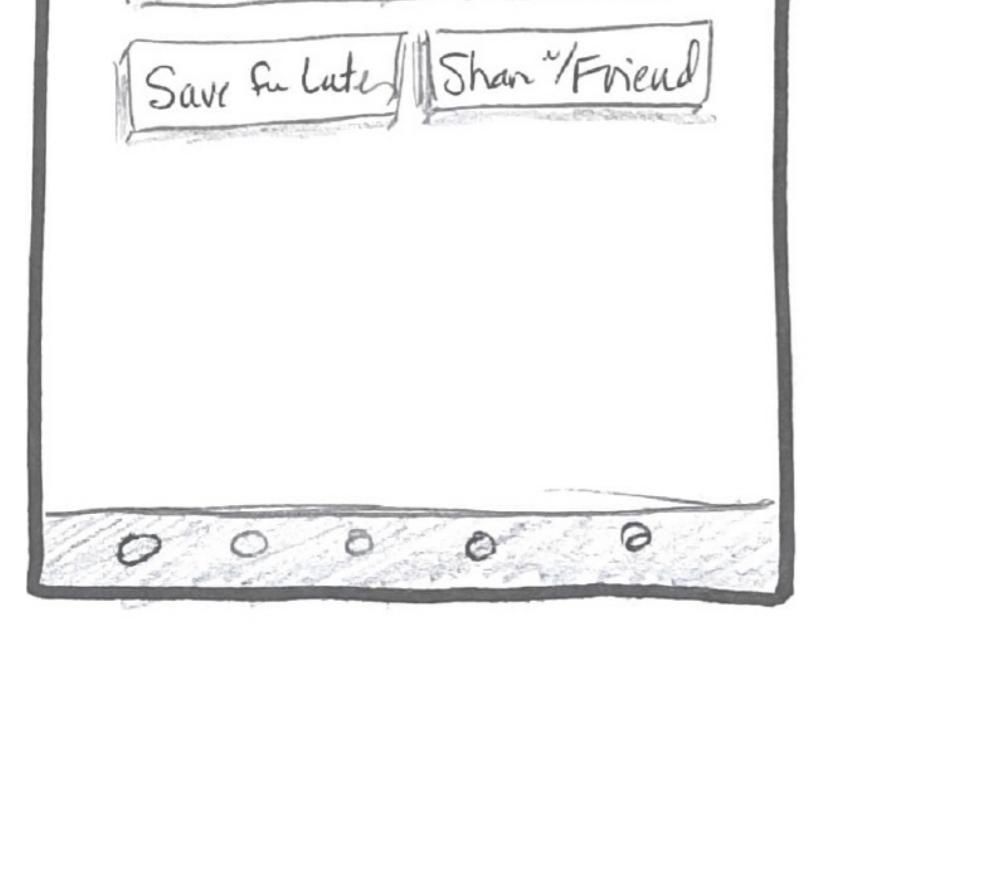


Result

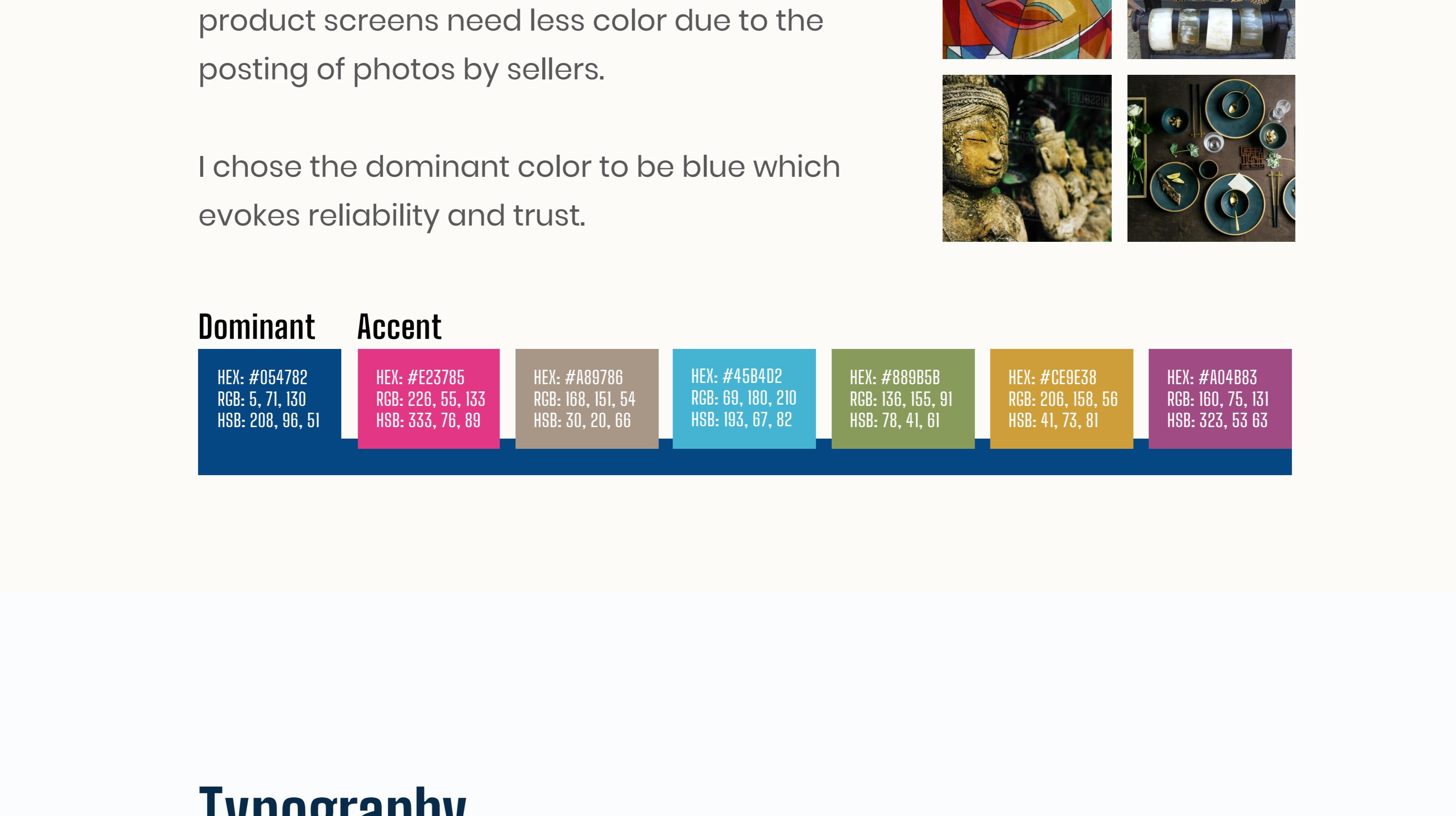
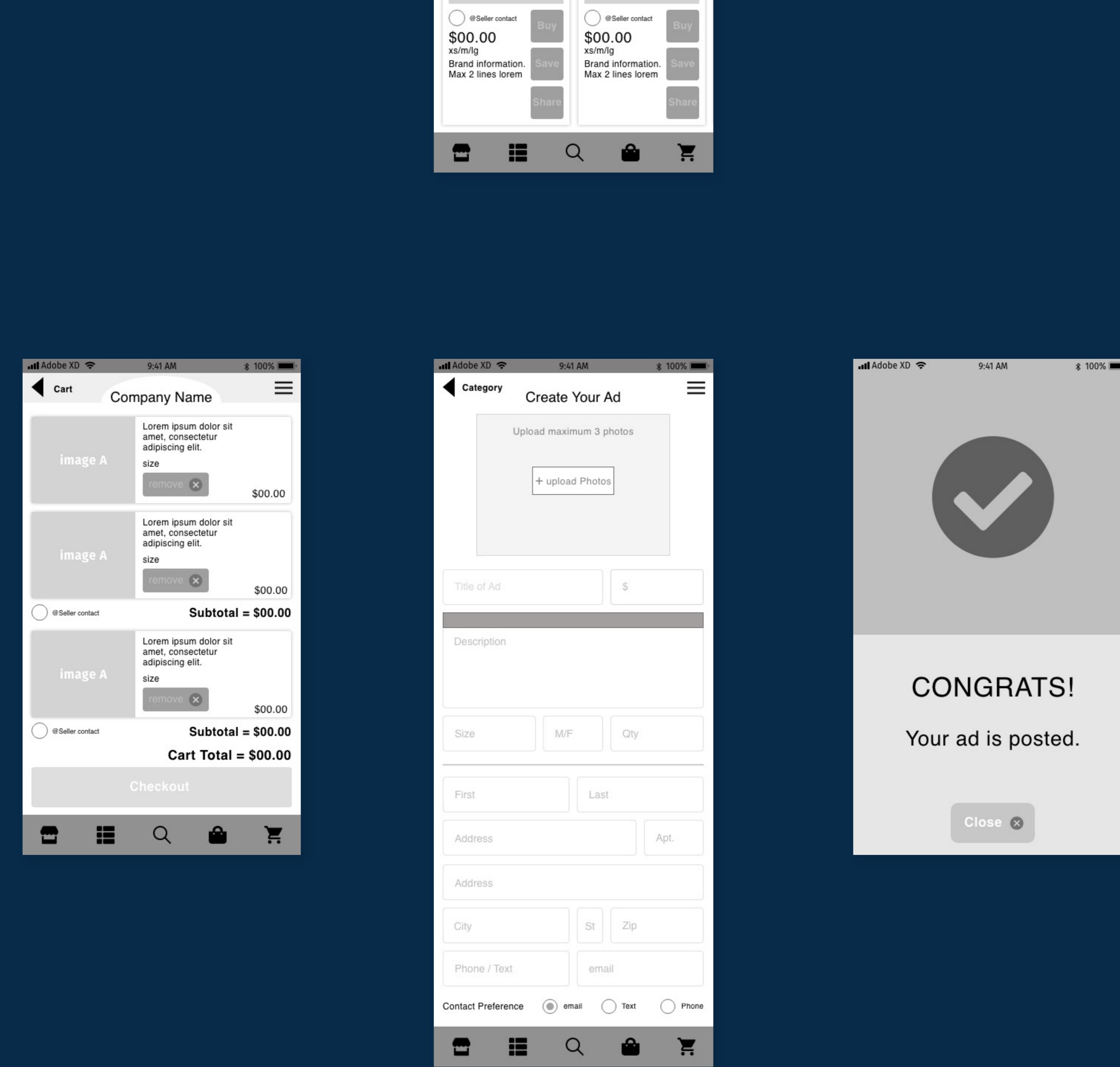
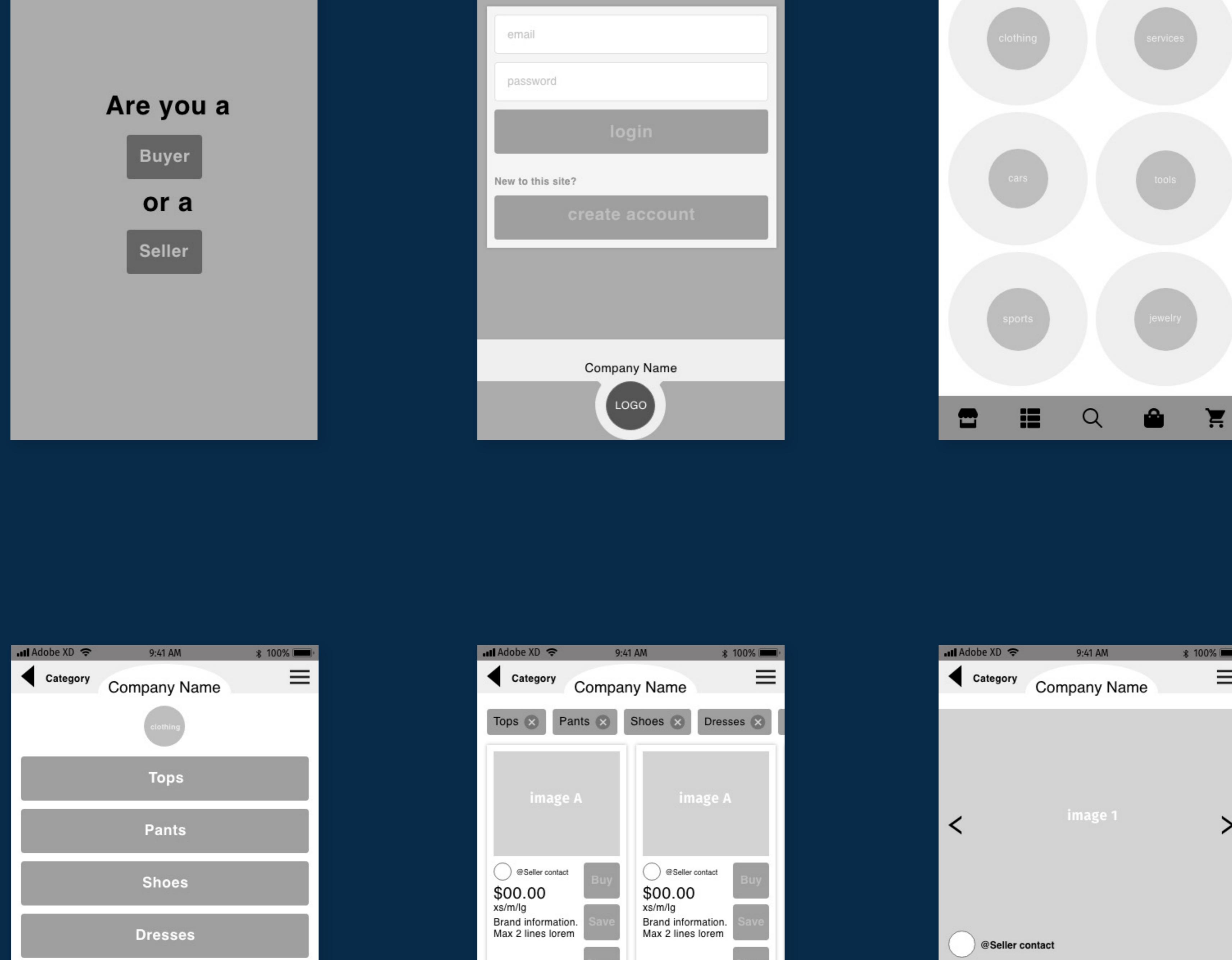
Curated content by global-nomad sellers. Bazar is a web app that is available to anyone looking to purchase a unique item that they would not ordinarily find without traveling to an exotic destination.

Development

Low-Fidelity Sketches



Mid-Fidelity Wireframes



Design

Color Palette

Colors for this palette were chosen from the photos curated for the brand of the site.

Because the listings are not curated for photo quality, the Home screen needs strong, vibrant, eye-catching photos, but the product screens need less color due to the posting of photos by sellers.

I chose the dominant color to be blue which evokes reliability and trust.



Dominant **Accent**

HEX: #054782
RGB: 5, 71, 130
HSB: 208, 96, 51

HEX: #E23785
RGB: 228, 55, 133
HSB: 333, 76, 89

HEX: #A89786
RGB: 168, 151, 54
HSB: 30, 20, 66

HEX: #45B4D2
RGB: 69, 180, 210
HSB: 193, 67, 82

HEX: #889858
RGB: 138, 155, 58
HSB: 78, 41, 61

HEX: #CE9E38
RGB: 206, 158, 58
HSB: 41, 73, 81

HEX: #A04B83
RGB: 160, 75, 131
HSB: 323, 53, 63

Typography

Big Shoulders

AaBbCc

1234567890\$

Heading 1 | SemiBold, 48px

Heading 2 | SemiBold, 32px

Heading 3 | Medium, 26px

Heading 4 | Regular, 20px

Heading 5 | Regular, 18px

Poppins

AaBbCc

1234567890\$

Regular, 18/27px | Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat

Logo & Header Graphic

BĀZĀR

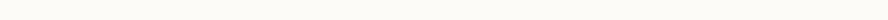
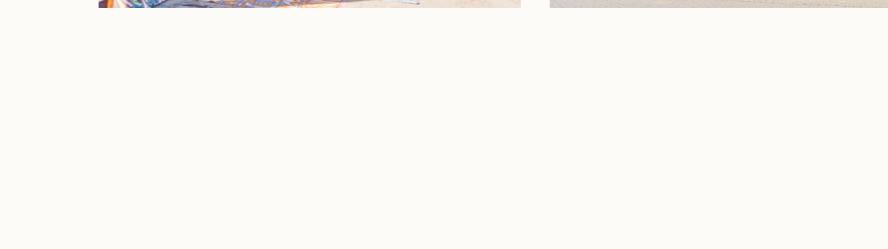
"A large shop selling items out of the ordinary."

bazaar =

large shop selling miscellaneous items

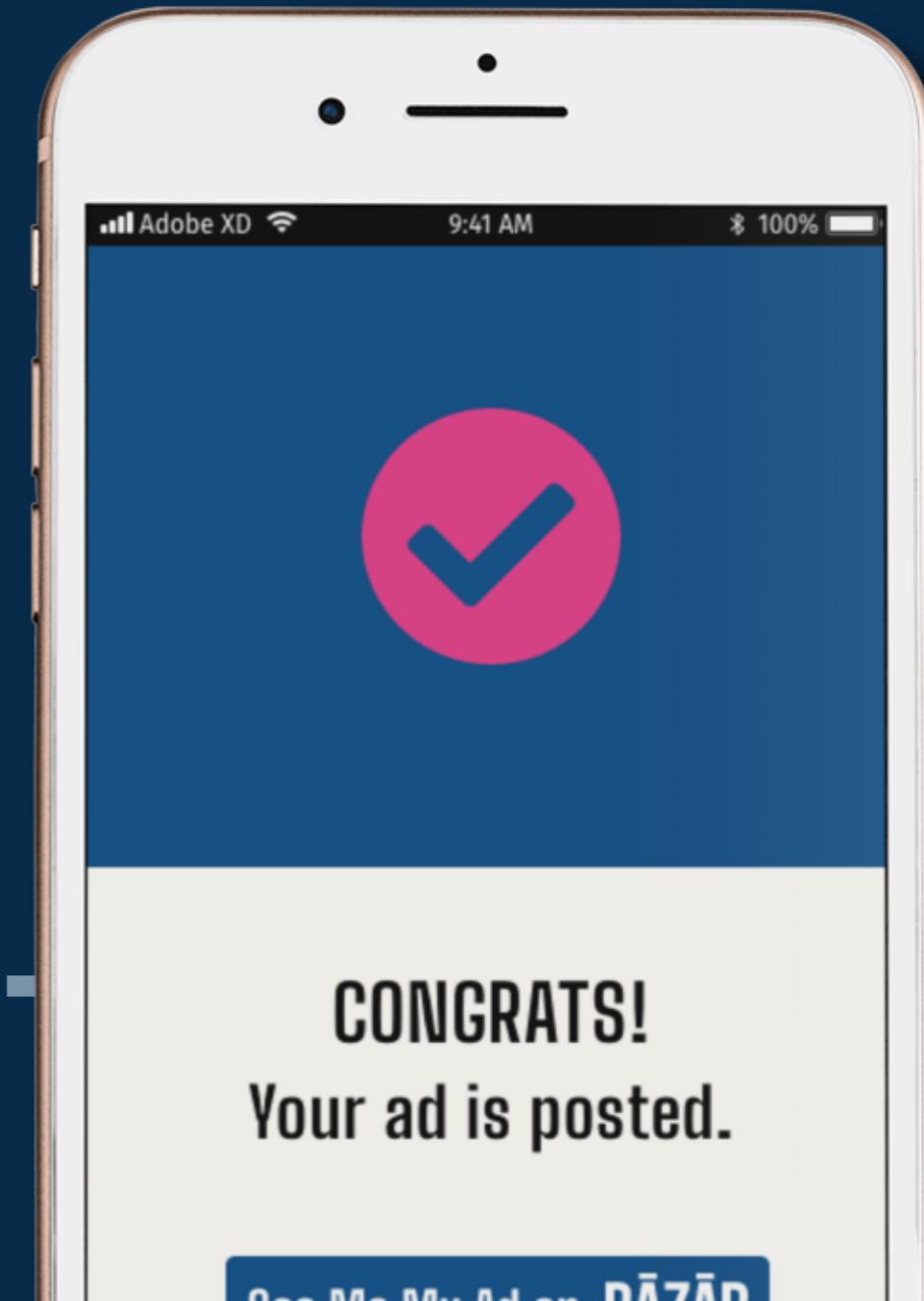
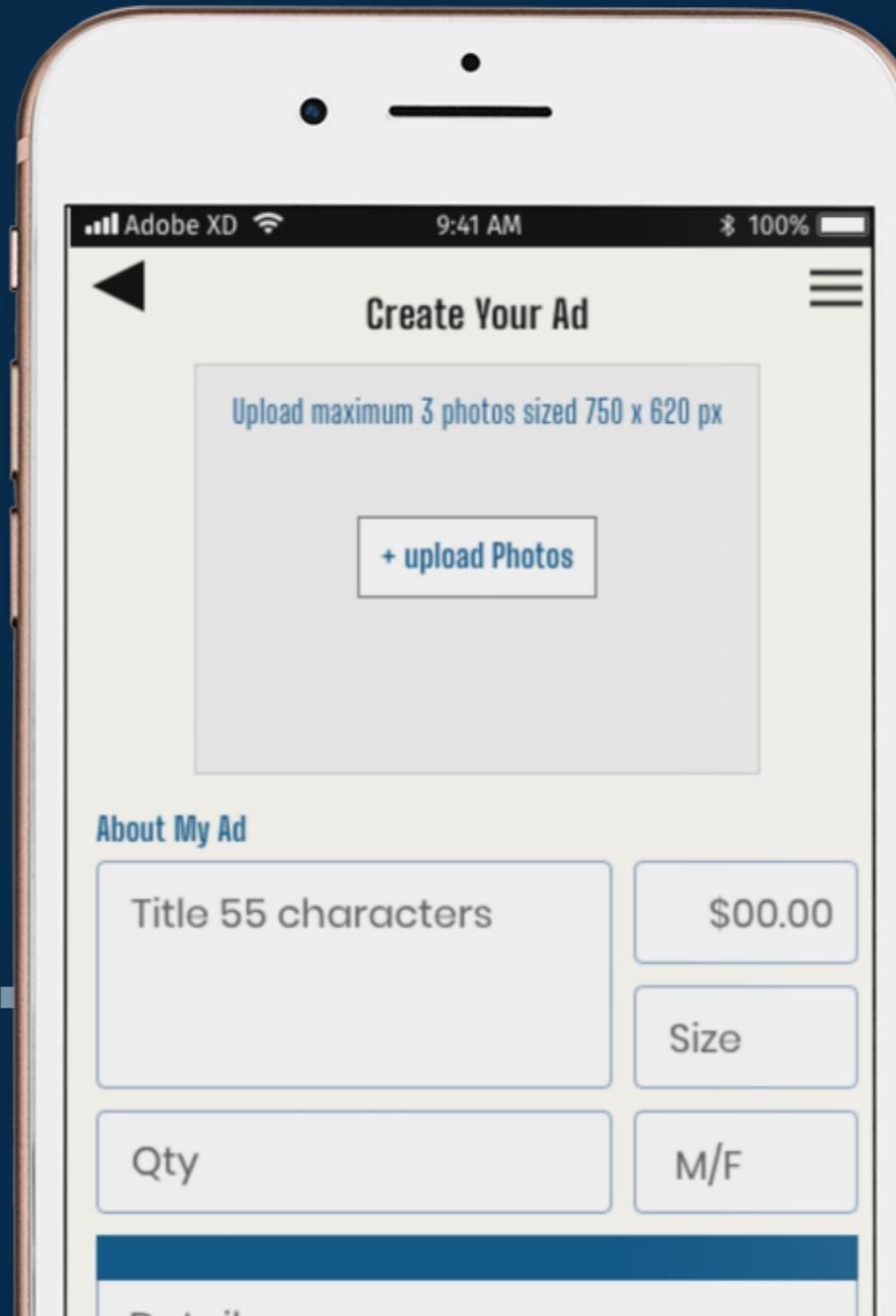
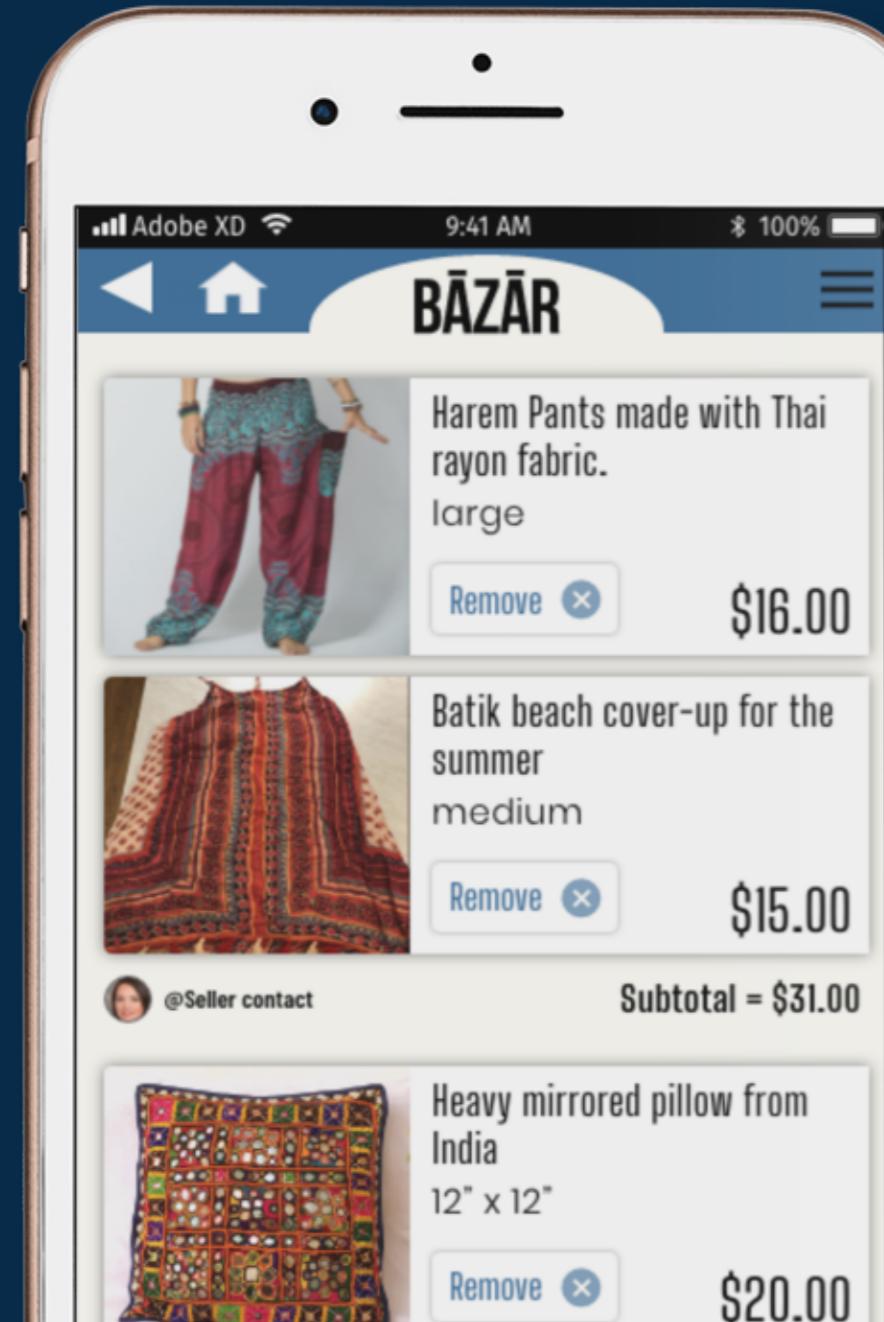
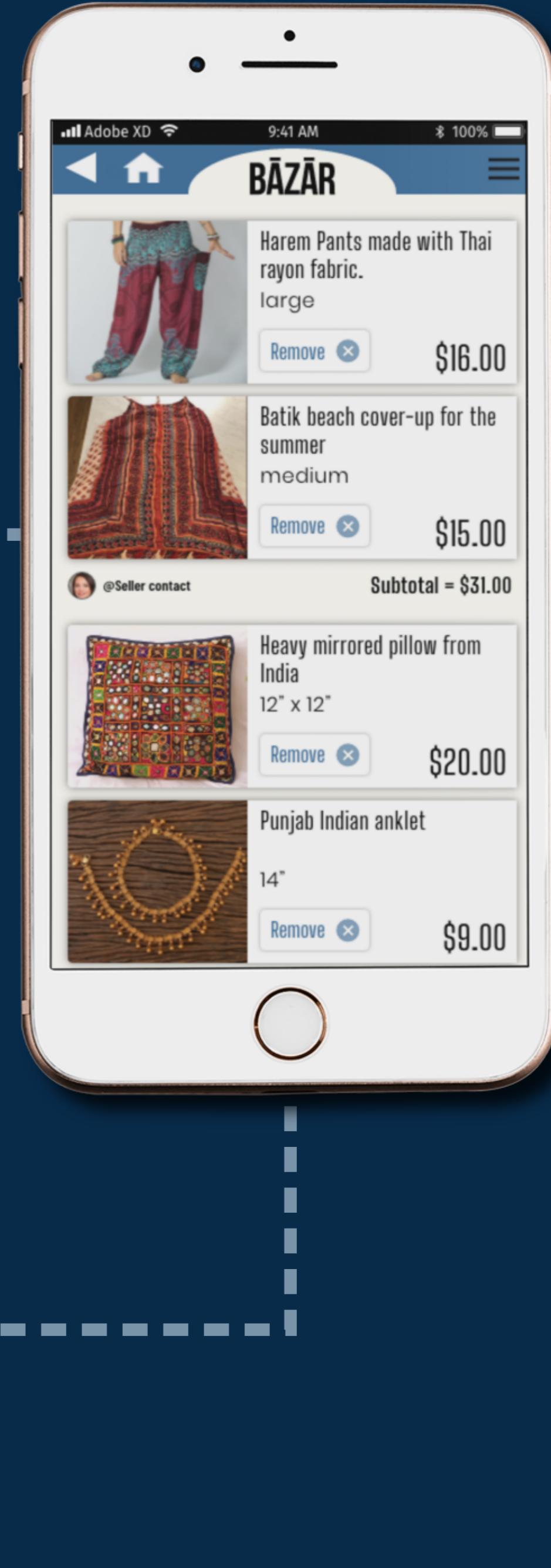
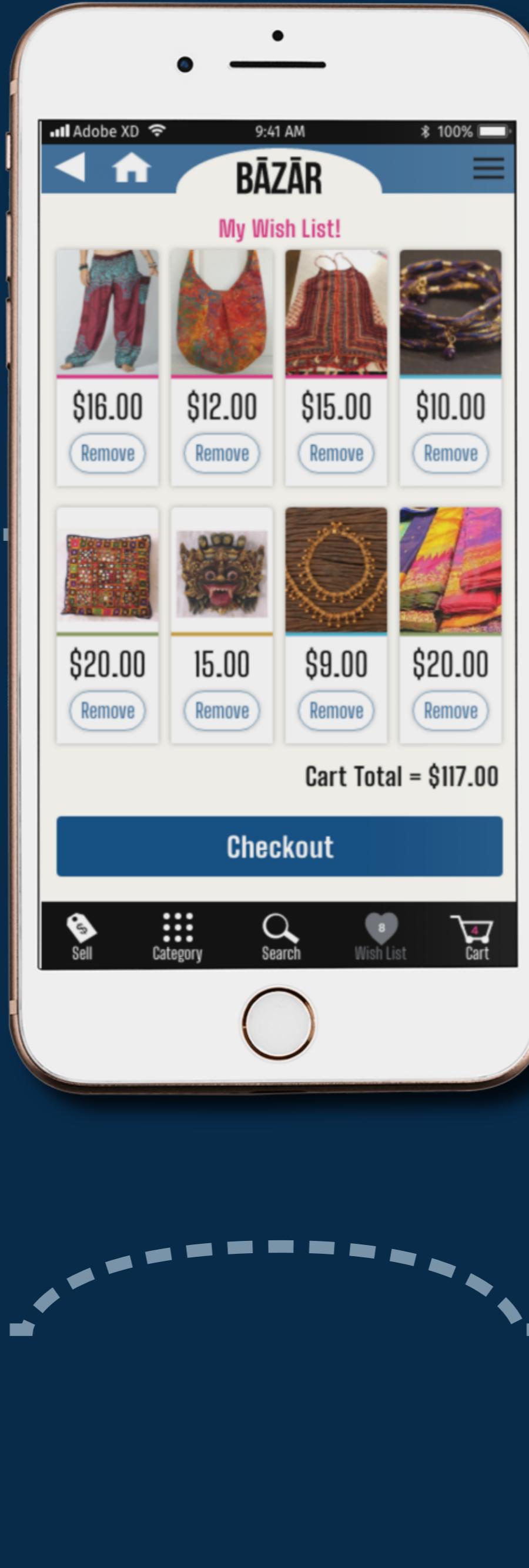
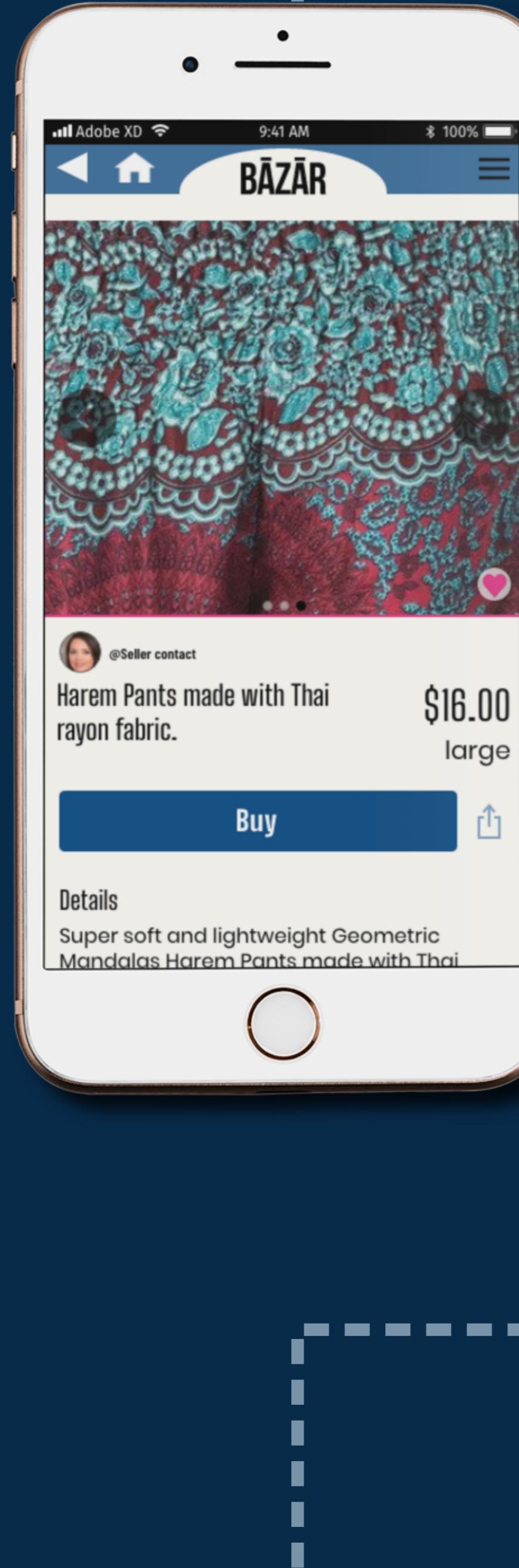
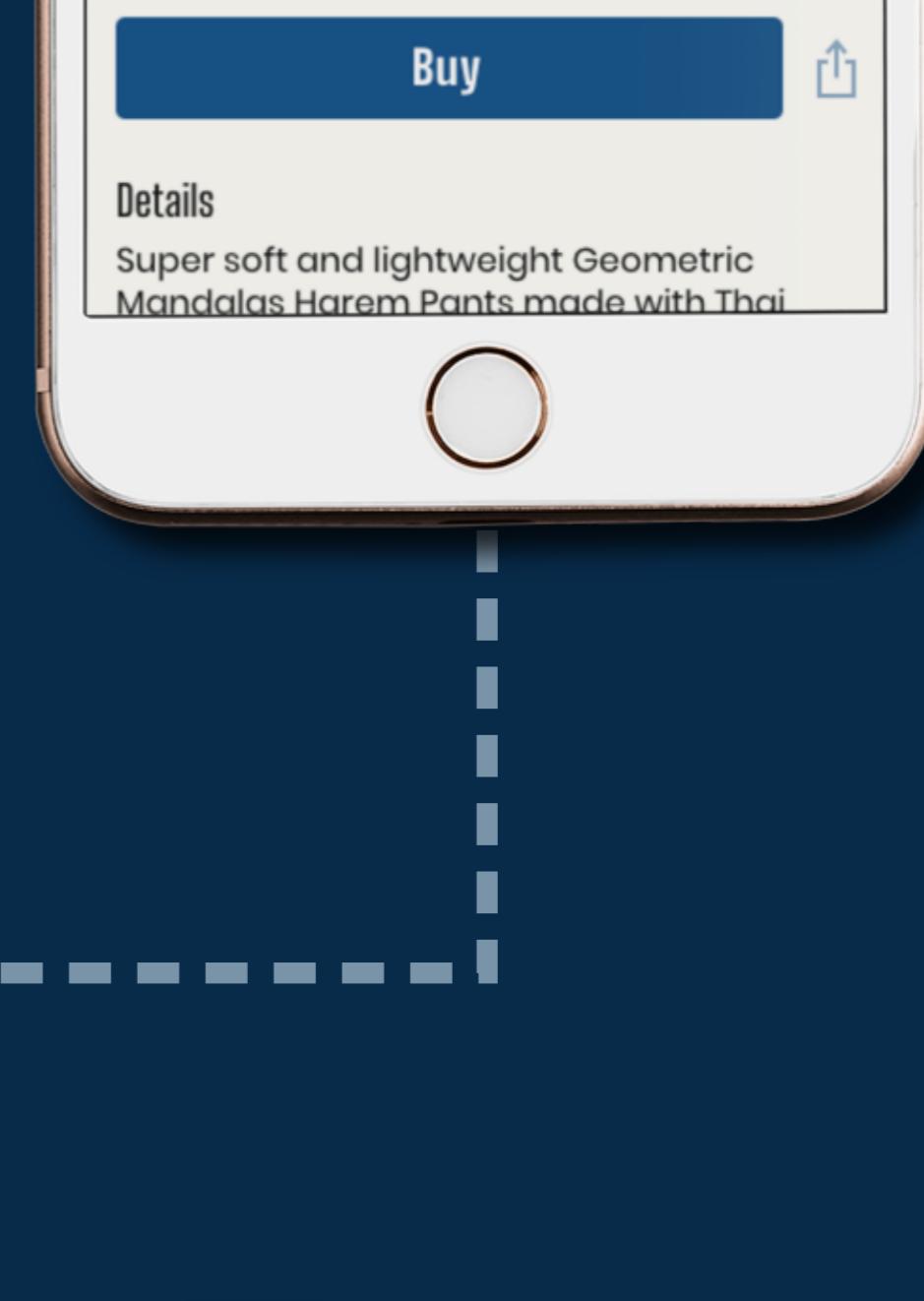
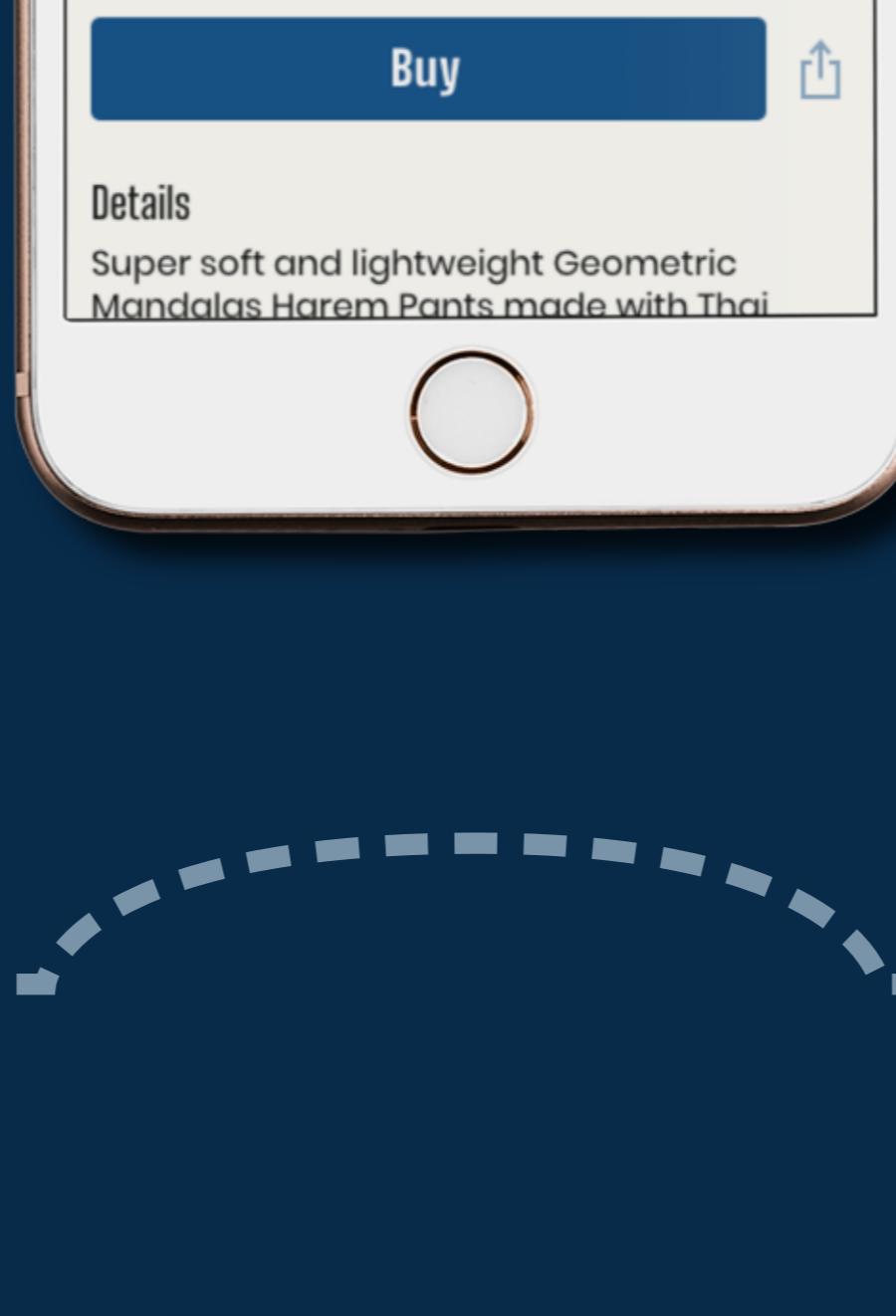
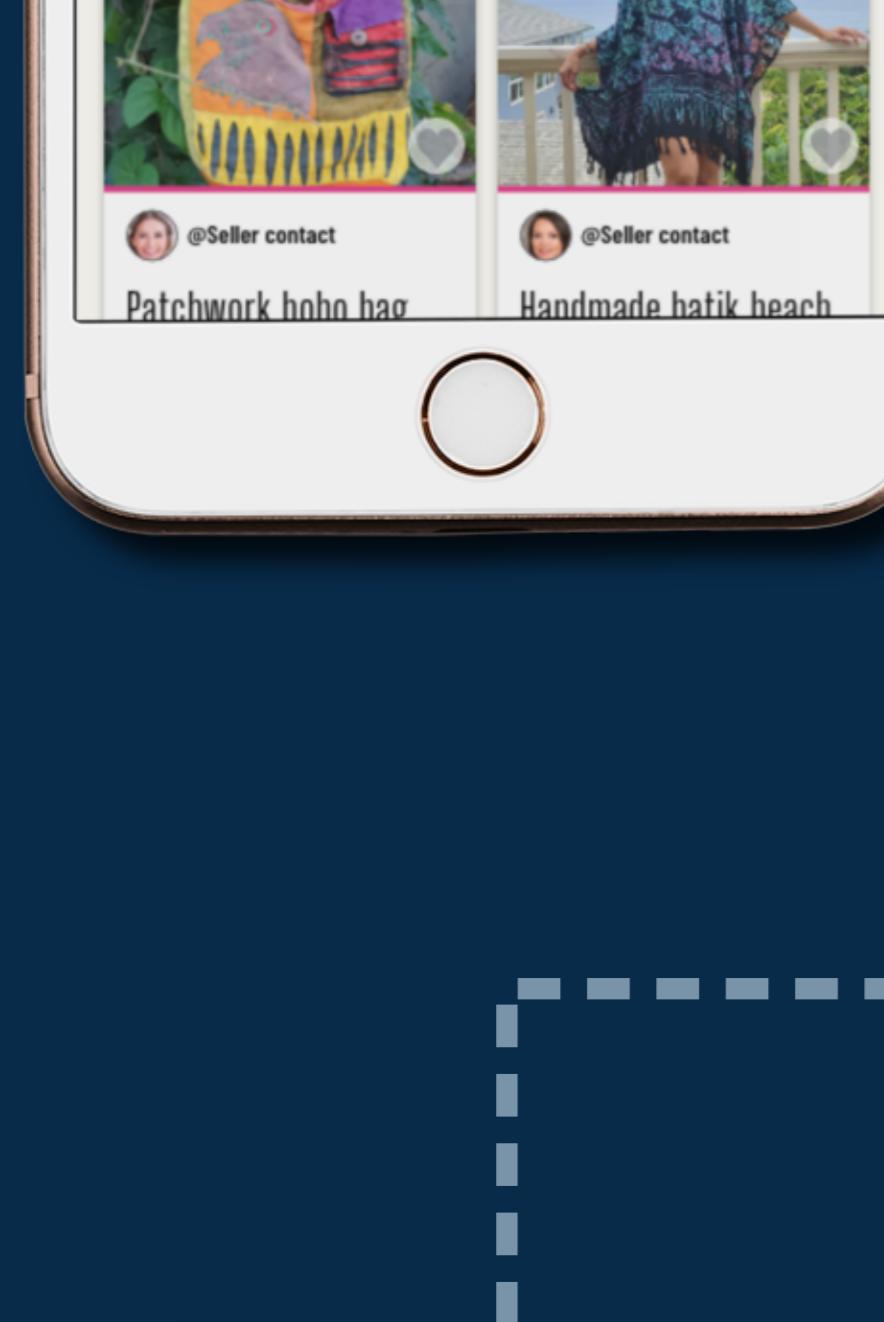
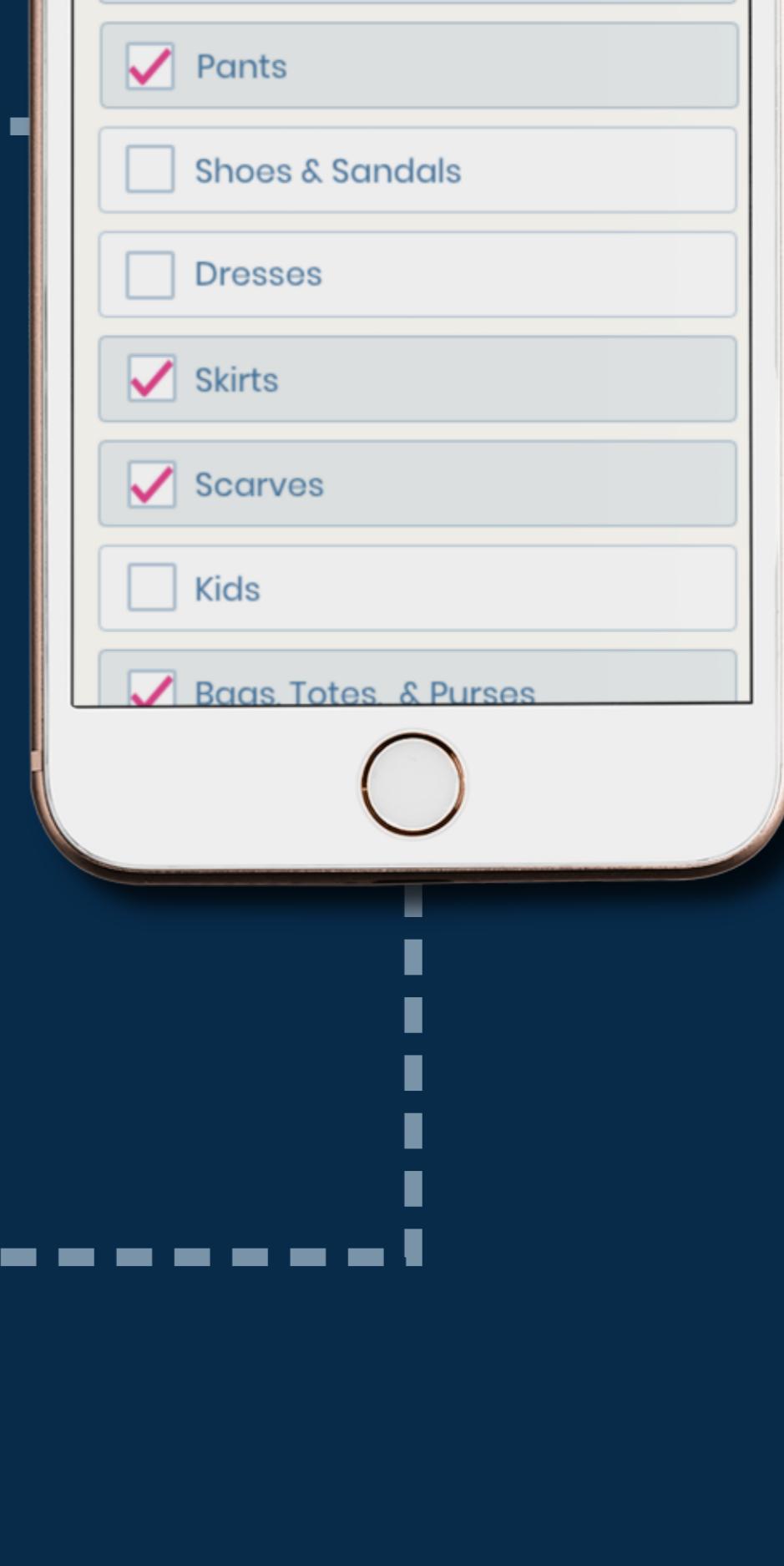
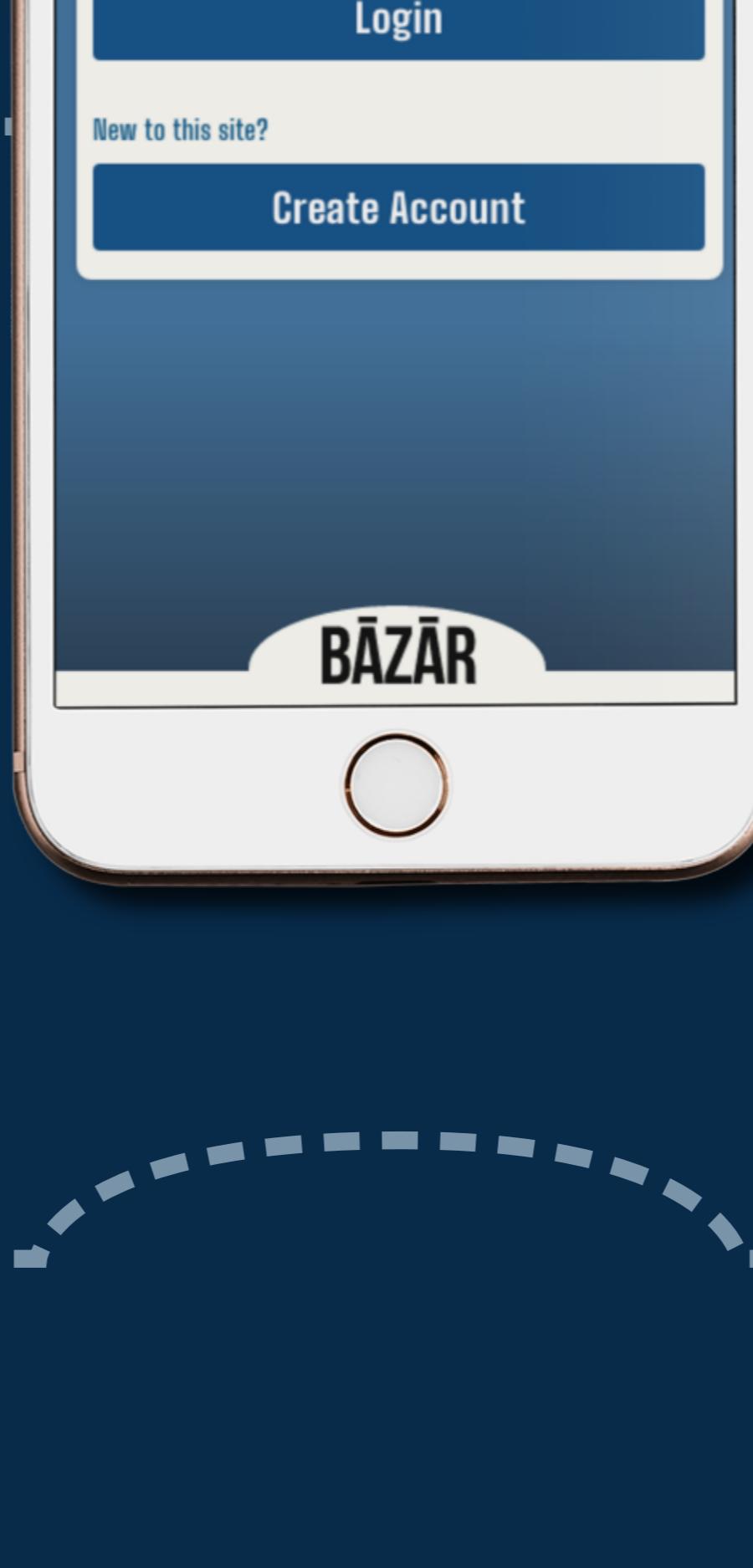
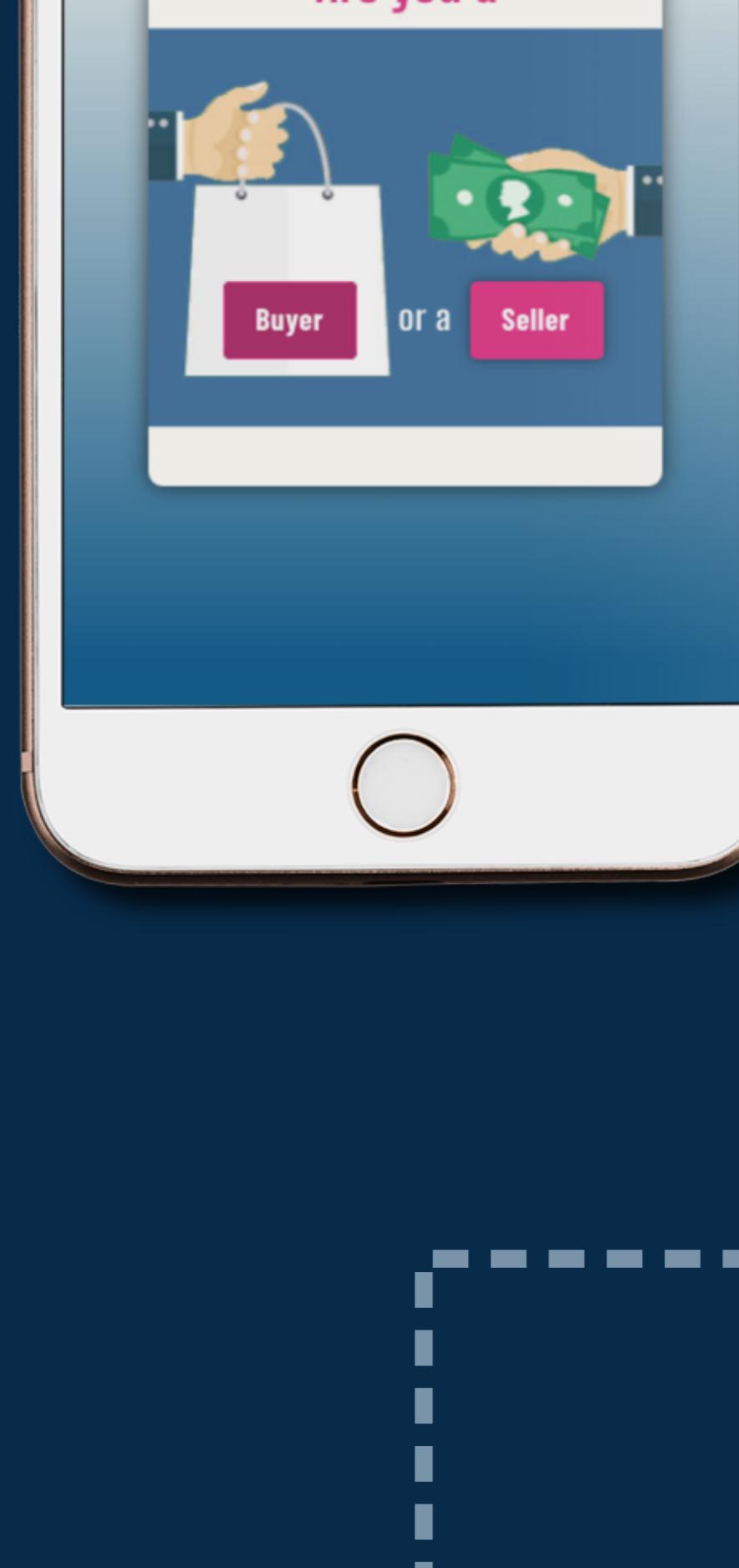
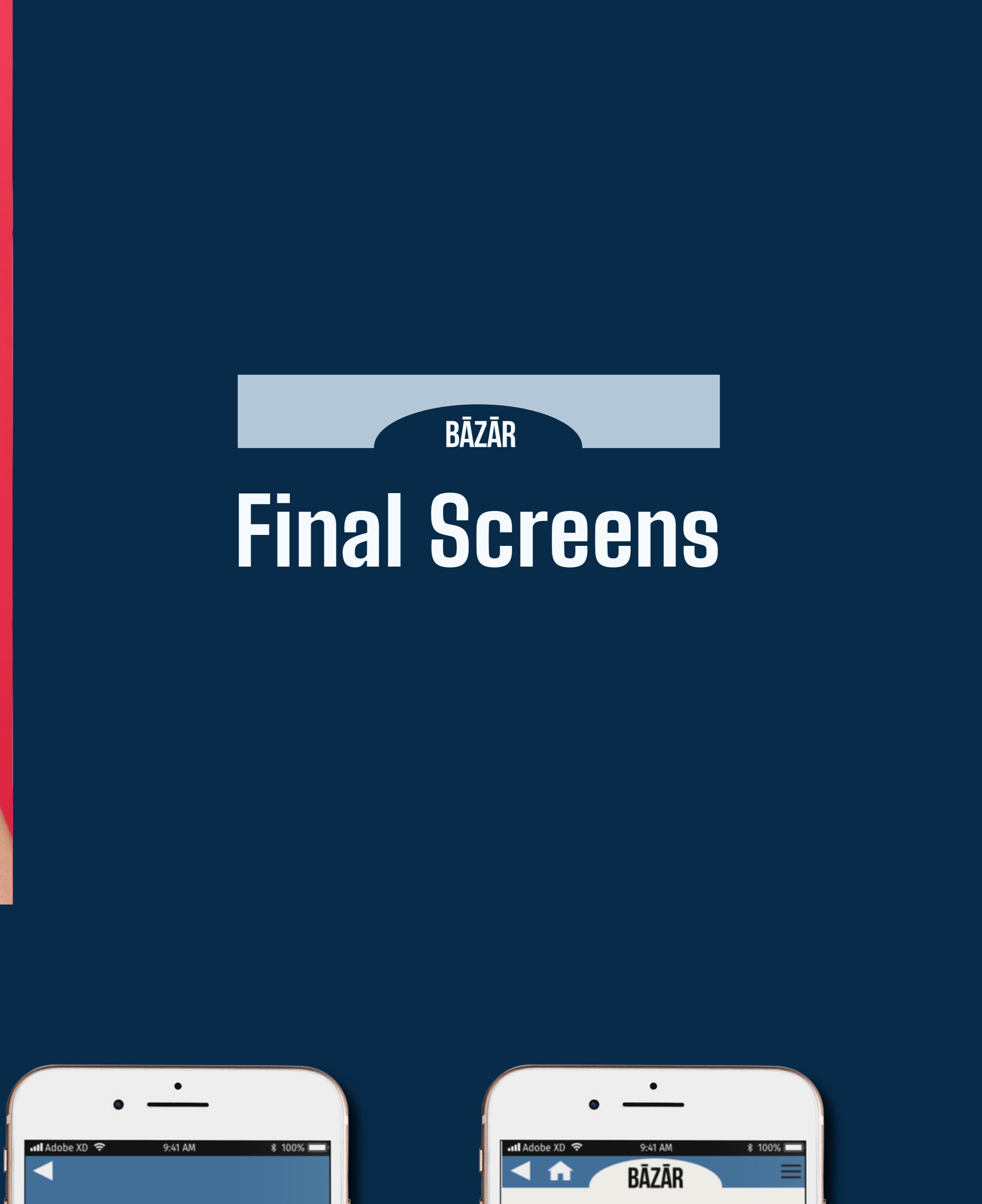
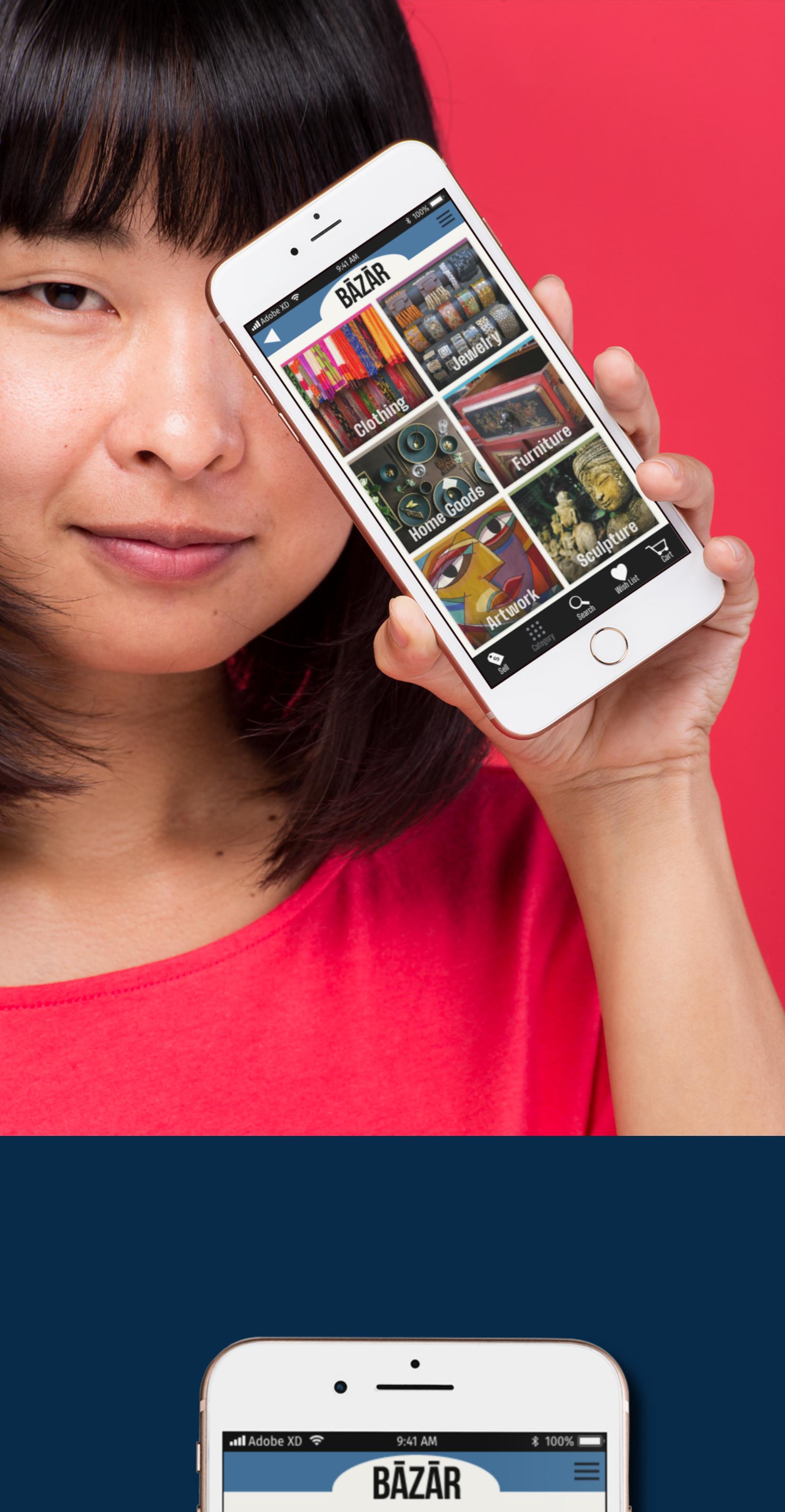
sounds like 'bizarre' =

strikingly out of the ordinary



Header Graphic

The header graphic for the web app was derived from the archways seen in the various shopping plazas and in exotic locations.



Thanks for Visiting BAZĀR