

Fendy

(E Commerce for outfits)

UX Document

Status: In Progress

Author and Engineer: [Shubham Jain & Vageshwar Yadav](#)

Reviewed by: [Prakash Upadhyay](#)

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Content

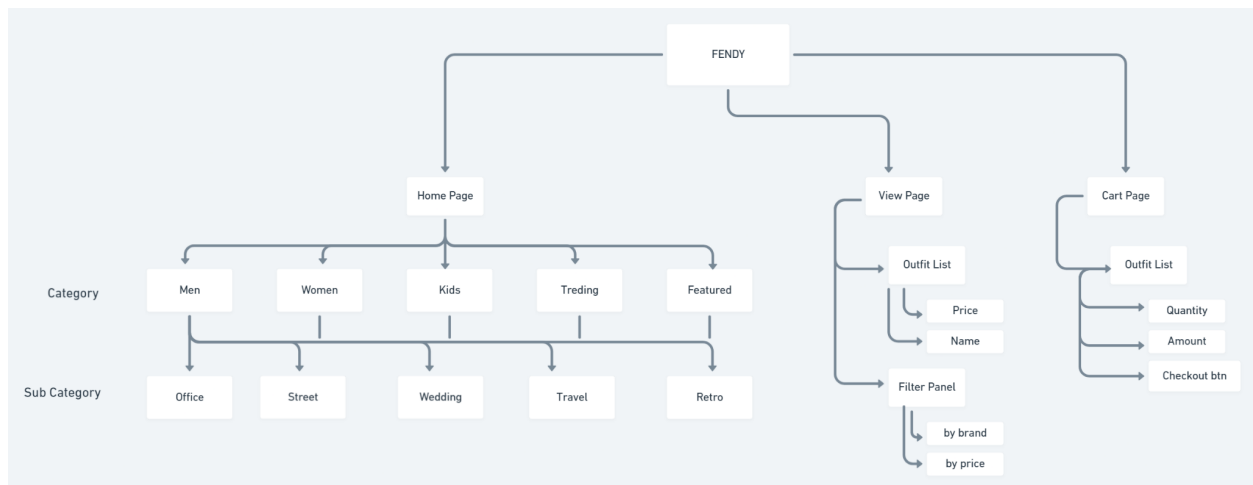
- 1. Overview**
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1. Overview

This document covers the main UX design for the product. This document serves as reference for user experience design decisions, workflows, research, and other processes teams have tried, including what's worked and what hasn't. It also allows stakeholders to read about the UX journey of the product.

Problem: Users find it difficult to find the right outfit, which shirt goes with which trousers, what is office wear ? and many occasion specific outfits. This is exactly what fendy does, Fendy delivers your outfit not just a piece of clothing but a full outfit.

2. Information Architecture



Above figure represents Information Architecture as a tree diagram between different pages and it shows parent child relation between them.

Each page will have a footer and header (*ref.Wireframes*) which is not represented in the above figure.

The main categories are: Men ,Women and Kids which are accessible from the home page. Other categories accessible from the home page are Trending and Featured which are dynamic in nature.

Each Main Category has subcategories of Office, Street, Wedding, Travel and Retro.

E.g If a Male person is searching for a wedding dress

His path will be:


Home Page → Men (Category) → Wedding (SubCategory)

Let's say he wants to see only raymond outfits
Then from view page he can apply filter of Brand : Raymond

3. User Personas

Following are some personas.

Sameesh Yadav



"Looking for a site that will simplify outfit searching"

Age: 22
Work: Software Tester
Family: Unmarried
Location: Pune, MH

Organized

Hardworking

Shy

Practical

Bio:

Sameesh is a junior software tester at Druva Technologies who has recently joined the corporate world. As he is new to the corporate world he wants to find the perfect style that would suit as a profession. As he has a shy personality he prefers to shop online and wants to buy and see whole outfit rather than a single piece of clothing.

Personality

Introvert

Extrovert

Analytical

Creative

Passive

Active

Loyal

Fickle

Goals:

- Buy outfit as whole
- Spend less time on buying separate clothings

Frustration:

- Inability to identify suitable outfit
- Time wastage on searching seperate piece of clothing

Motivation:

Price

Comfort

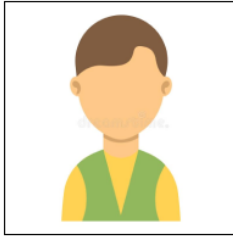
Speed

Convenience

Sameesh is an introverted person (young age) who wants to adapt to the corporate working life, details shown above.

Aditya an extroverted middle age person who loves traveling and wants to blend in the same style wherever he visits.

Aditya Jadhav



"Website that can serve the need for any country"

Age: 32
Work: Software Developer
Family: Married (1 Child)
Location: Mumbai, MH

Outgoing

Hardworking

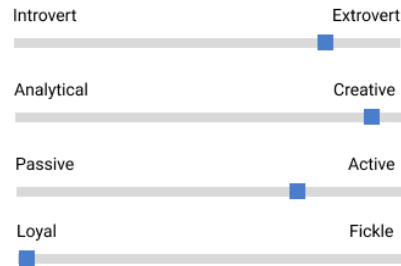
Confident

Practical

Bio:

Aditya is a senior software developer at persistent systems, he does remote job and loves to travel abroad, but most of the time he fails to blend into foreign style and thus spends most of the time searching for right fashion,

Personality



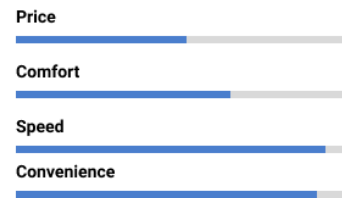
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