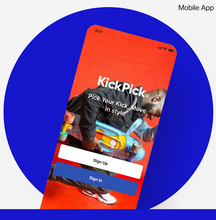
KickPick

E-commerce

Mobile App

Pick your kicks, Move in style

UI/UX | App Development | Content



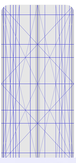
The Challenge

KickBit® offers a curated selection of sneakers and casual shoes for athletes and sneakerheads that suits their lifestyle and sport. We were assigned to create and design an e-commerce app, that brings the user a simple, smooth experience in getting their hands on all the freshest and latest drops with ease.

The Style Guide

A stylesguide is much more than just a collection of fonts and colors. It helps in maintaining the much needed consistency across the entire experience, especially when several people work on a project. For each project we carefully handcraft a stylegude that's as detailed as possible, to provide a seamless experience for the company and the users.

The Grid



Color System

The Inter Typeface

Bold
ABCDEFGHJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuvwx
yz1234567890?(){}[]&*%$#@~

Regular
ABCDEFGHJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz1
2345678901[]{}&*%$#@~

Type Sheet

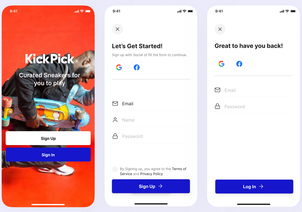
28 Bold	28 Regular
20 Bold	20 Regular
16 Bold	16 Regular
14 Bold	14 Regular
12 Bold	12 Regular
11 Bold	

Logos

KickPick KickPick

Icons

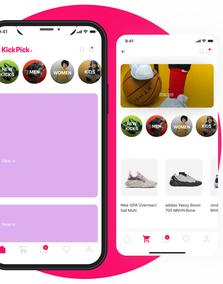
UI Components



Strategy-Research-Design

The product design strategy begins with designing an MVP with which the stakeholders gather relevant information to improve and iterate the product throughout the design lifecycle. The definition and conceptualization of the product MVP start with the research stage, including workshops, zoom calls, feedbacks, an in-depth analysis of the sector and its context, analyses of users and their needs through interviews and validations and tests with users and influencers in the industry.

The derived insights carve out the roadmap for the product design, the definition and refinement of the features and the usability, and the definition and development of the product branding.

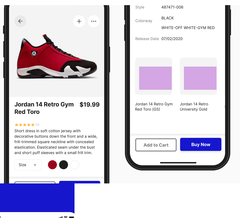


Seamless Shopping

The minimal approach ensures accessibility and a more comfortable shopping experience without puzzling the user, making it easier to navigate and provide an overall seamless shopping experience. The categories section ensures telling the user subtly about the products, and categorization makes it super more comfortable navigating, filtering, and buying products the user wants with ease.

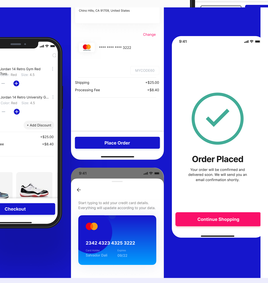
Easy Access

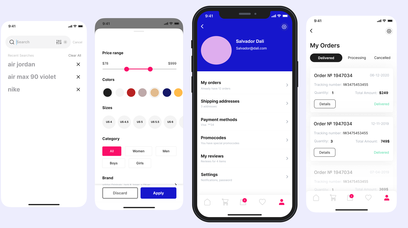
The product page was designed keeping the user in mind for easy access to all the details, from images to more information to pricing.

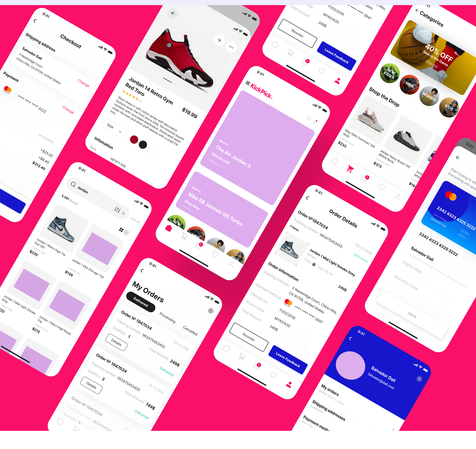


Quick Checkout

With everyday attention span goes down by 0.000%, — combining unique products, detailed products and faster checkout and most of all, thoughtful experiences = Happy users.







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