Fashion house fLux

This app is a webstore that sells high end fashion apparels. The app is created to highlight the designers and then their collections in the webstore. The app allows one to shop on the website and pay using credit card or swish. Registration is required and saved to facilitate recurring purchase.

The design of the website is as such that important accessible navigation like access to the shop, profile, shopping bag, favorites is constantly available at the bottom of the app. The app shows also only summary of the product, or eg in the ‘Order History’ but has an option to expand to view more. This way it does not choke the page with too much info where it will be difficult to focus or find the need information.

There is a function as well to open each product/ apparel to view it bigger as this webstore has only online business. There is no physical shop where users can feel and look so it’s important that the user s given a chance to view the product properly.

Additional feature like animation is included during the loading time (eg at the launch of the app and the waiting for purchase confirmation) for the user to have something interesting to look at while waiting and make the shopping experience fun and exciting.

Target group:

Age 25 - 40, tech savvy, loves unique designer clothes, prefers to do most of their searching for clothes or buying clothes online, place high priority on convenience, has good income source

Persona



Name: Natasha Romanoff

Age: 34

Profession: Entreprenuer

Location: Normalmsgatan 63, Stockholm

Status: Engaged, mother of 2 children age 10 and 12

Likes: Hanging out at cafés, shopping, reading, travelling

Dislikes: Bad customer service

Bio: Natasha is an owner of a SPA chain in the city. She currently owns 2 shops and travels regularly between the 2 businesses. As a busy business owner and mother of 2, she finds herself shopping mostly online. During her free time, she loves surfing on her mobile for the latest fashion. Being in the SPA business, she has the eye for high quality and aesthetically pleasing products.

Frustrations: Multiple steps to purchase something from the mobile. Lack of detailed pictures to decide on the purchase. Hidden contact info that makes it difficult to contact the company.