



*Building a simplified, thought-through  
e-commerce solution for the humane  
and eco-friendly retail space.*

Email  
Phone Number  
Address  
Address  
City, Province  
Country  
Postal Code

## The Problem

An overly complicated user flow which created frustrations for the users in the e-commerce experience and eventual loss of sales.

Q Loop

## The Solution

Simplification and moderation of pages, focused more on quality rather than quantity. Each element on the page is carefully curated to a hierarchy of importance, allowing the user to flow with ease from the browsing phase to the final purchase.

Order Summary  
Article 3.0  
Article 1.0  
Article 9.0  
Article 12.0

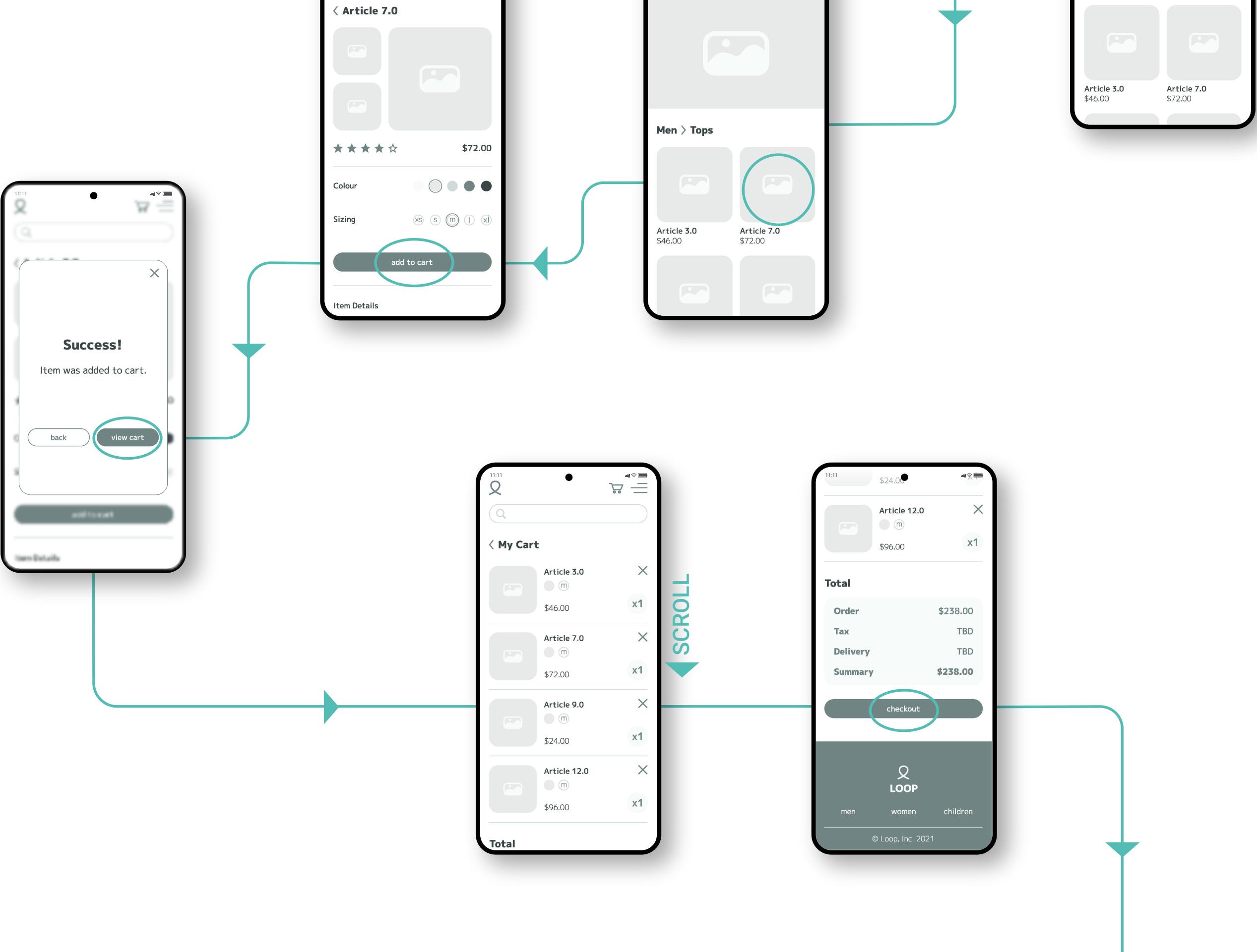
# LOOP

New User Flow Diagram



## Sample User Flow





11:11

**Billing Address**

Same as Shipping

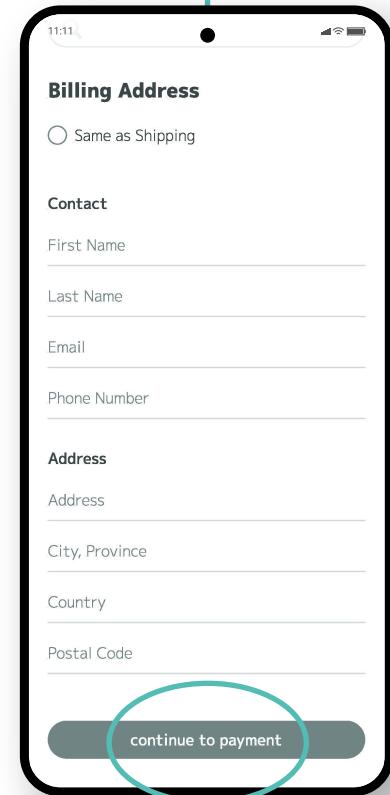
**Contact**

First Name  
Last Name  
Email  
Phone Number

**Address**

Address  
City, Province  
Country  
Postal Code

**continue to payment**



11:11

**Payment**

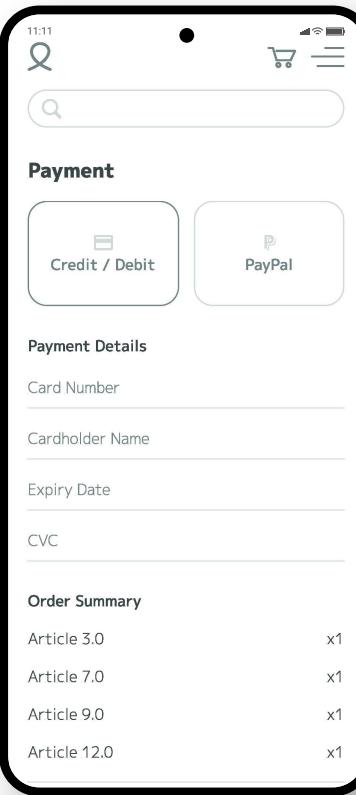
Credit / Debit    PayPal

**Payment Details**

Card Number  
Cardholder Name  
Expiry Date  
CVC

**Order Summary**

Article 3.0 x1  
Article 7.0 x1  
Article 9.0 x1  
Article 12.0 x1



SCROLL

11:11

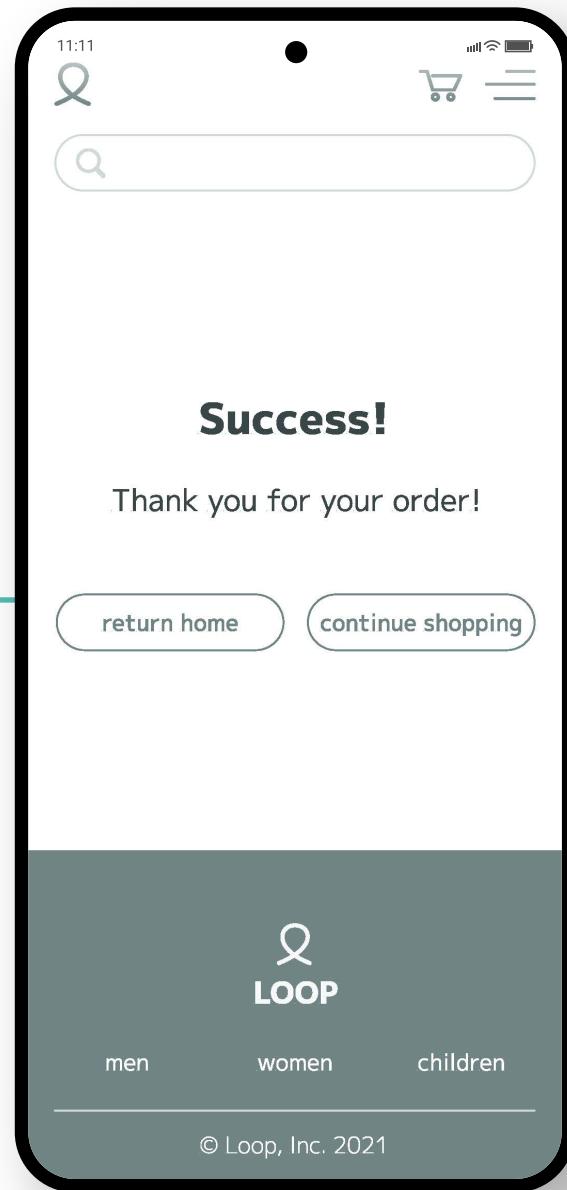
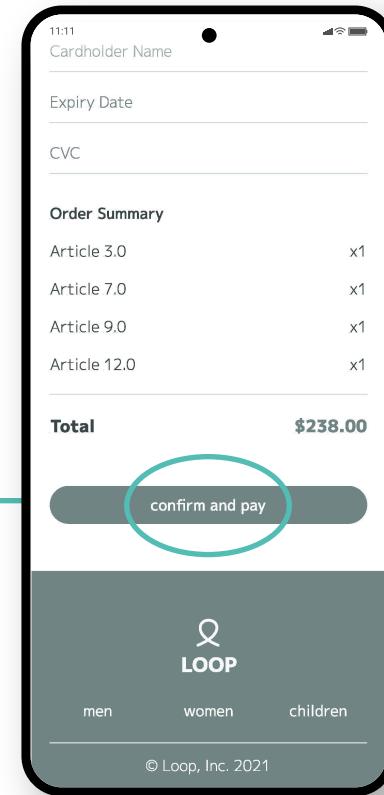
Cardholder Name  
Expiry Date  
CVC

**Order Summary**

Article 3.0 x1  
Article 7.0 x1  
Article 9.0 x1  
Article 12.0 x1

**Total** \$238.00

**confirm and pay**



*Shop with ease, finding your  
favourite, ethical fashion pieces.*

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**LOOP**

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The image shows a close-up of a smartphone's screen, which displays the word "LOOP" in white capital letters. Above the letter "O", there is a small, stylized white icon resembling a loop or a checkmark. The phone has a black frame and a visible speaker grille at the top edge. The background of the phone's screen is dark grey.

LOOP