

Urbanic.com PRD

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Relevant Documents	[Link any related documents, confluence or wiki pages, etc]

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Overview

Website does not attract customers. Customers prefer purchasing the same products from a different store. The current UI of our clothing website has been identified as outdated and not meeting user expectations, leading to a high bounce rate and lower conversion rates. UI needs to be improved for retaining customers, driving sales, decreasing bounce rate and creating a user-friendly experience. Improving the UI not only creates a user-friendly experience. This directly results in improved sales and customer retention. Problems need to be addressed to improve customer retention on the website.

Goals

- Increase user's website retention
- Increase conversion rate
- Increase user-website interaction
- Improve website UI
- Bring out maximum potential of the brand through the website

Success Metrics

- 1) Sign-up for membership
- 2) User Productivity: Amount of time being spent by users in exploring other pages than the home page
- 3) Conversion Rate: User makes a purchase after exploring
- 4) Newsletter Subscription
- 5) Increased interaction with website features

Assumptions & Dependencies

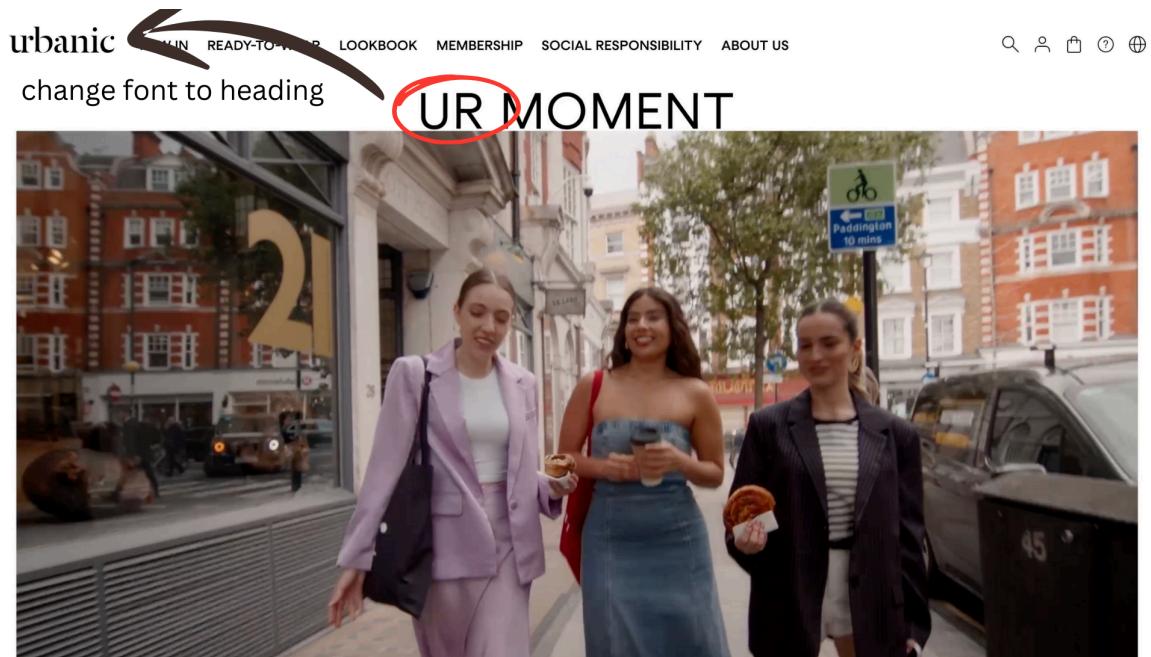
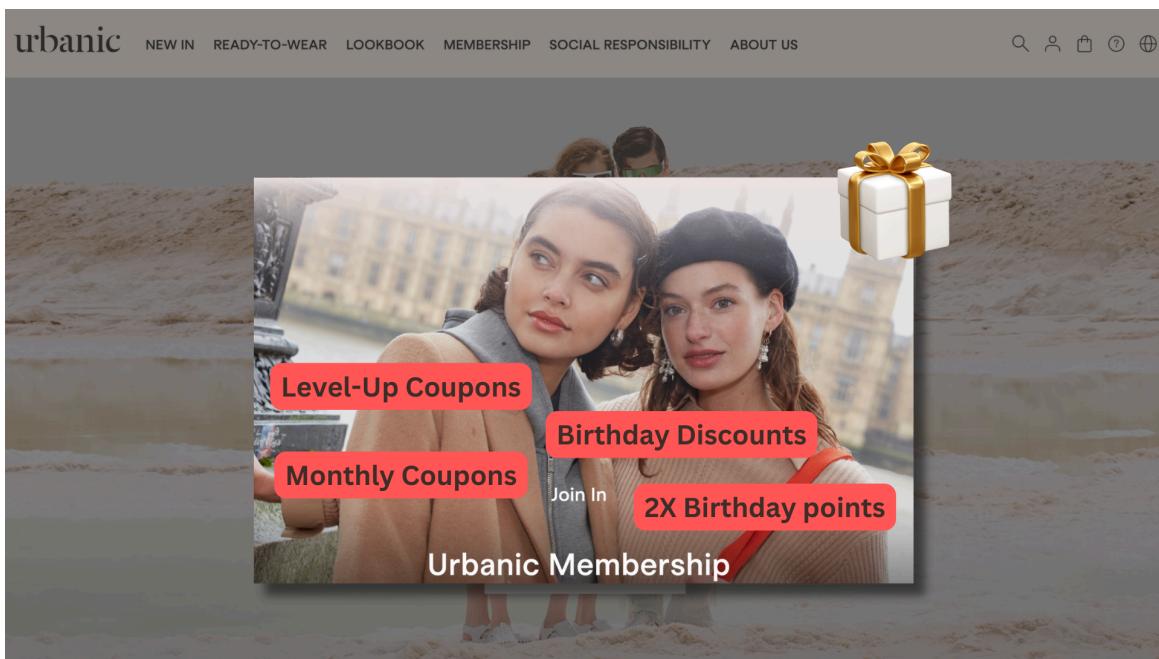
- 1) The user has explored products on other E-commerce websites
- 2) User is unaware of direct website purchase benefits

Requirements

#	Title	User Story	Acceptance Criteria	Priority	Details Link	Notes
1	Visual Design and Branding	User1 finds the homepage dull and boring. Website seems to not be updated frequently because of this.	<ol style="list-style-type: none">1) Create a pop-up informing new users about membership benefits2) Display a section of latest trends on homepage3) Display daily/weekly/monthly sales on homepage	<p>Must Have</p> <p>Should Have</p> <p>Must Have</p>	[Link to Notion, Jira]	Reference: https://dribbble.com/shots/20243262-Klamby-Fashion-Ecommerce-Website
2	Bold Text at top	User2 finds bold, moving text at each clothing section distracting.	<ol style="list-style-type: none">1) Remove the bold text, replace it with trending styles/outfit of the day/other relevant information2) Highlight brand ambassadors in between to increase authenticity	Must have		
3	Bad design of the membership section	User1 goes to the membership section. User1 finds it tedious to explore all membership benefits in one go. User1 leaves without signing up for membership.	<ol style="list-style-type: none">1) Display member benefits in swiping form on single screen rather than scrolling, so as to make the experience hassle free	Must have		Reference: https://www.niceeveryniece.com/components/benefits-list-grid https://www.freepik.com/premium-vector/membership-benefits-blue-onboarding-mobile-app-screen_332

						75580.htm
4	Text of 'About us' section not readable	User3 wants to know about the company as he is interested in working for it. However, he finds it difficult to go through the about us section in one go.	1) Changing the text colour/changing the background so there is more focus on the text than the background image.	Should have		Reference: https://dribbble.com/shots/18404881-Fashion-Website https://dribbble.com/shots/21690970-E-commerce-website-e-design-clothing-store

UX Mocks

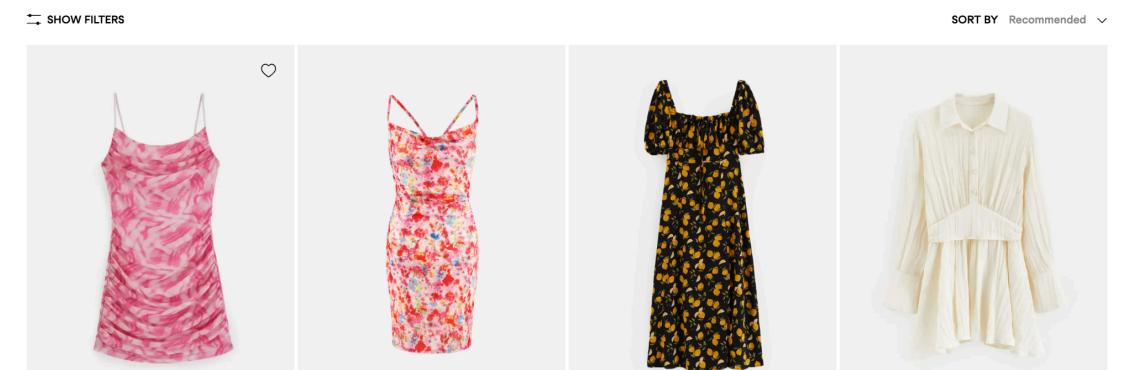


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Questions

Question	Outcome