mindsoulbeauty

Holistic Beauty

eCommerce App Case Study

PROJECT OVERVIEW

The object of this project was to create a modern, intuitive eCommerce shopping app for MindSoulBeauty, a holistic wellness and organic skincare brand.

THE CHALLENGE

How can we create an intuitive app that makes it simple for customers to find personalized holistic wellness products?

User Experience Process

USER-CENTERED APPROACH

After reading the project brief, I defined three key functionality requirements for the app based on the provided user stories. I then created a user flow diagram to visually depict the user's navigation path.

LOW-FIDELITY WIREFRAMES

Next I sketched low-fidelity wireframes on paper of each of the main user flows. These were then digitized to produce mid-fidelity wireframes.

MID-FIDELITY WIREFRAMES

This initial set of mid-fidelity wireframes were used to conduct a round of user testing.

USER TESTING

Five participants were given a link to an interactive prototype compromised of the mid-fidelity wireframes in a user flow. Their feedback was recorded, evaluated, and prioritized in the next iteration of the app design.

USER TEST SCENARIO

You just downloaded a holistic beauty store app and would like to add a product to your wishlist to buy later.

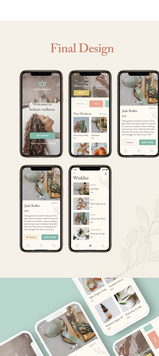
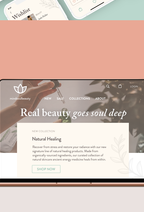
Which steps would you take to accomplish this task?

HIGH-FIDELITY WIREFRAMES

The feedback gathered from the user test was integrated into the app design to produce high-fidelity greyscale wireframes.

BRAND IDENTITY & VISUAL UI DESIGN

Next I created a brand guideline document which includes standards for logo design and usage, typography, color palette, style for imagery and writing voice. They were applied to finalize the app's visual interface design.



Final Design