

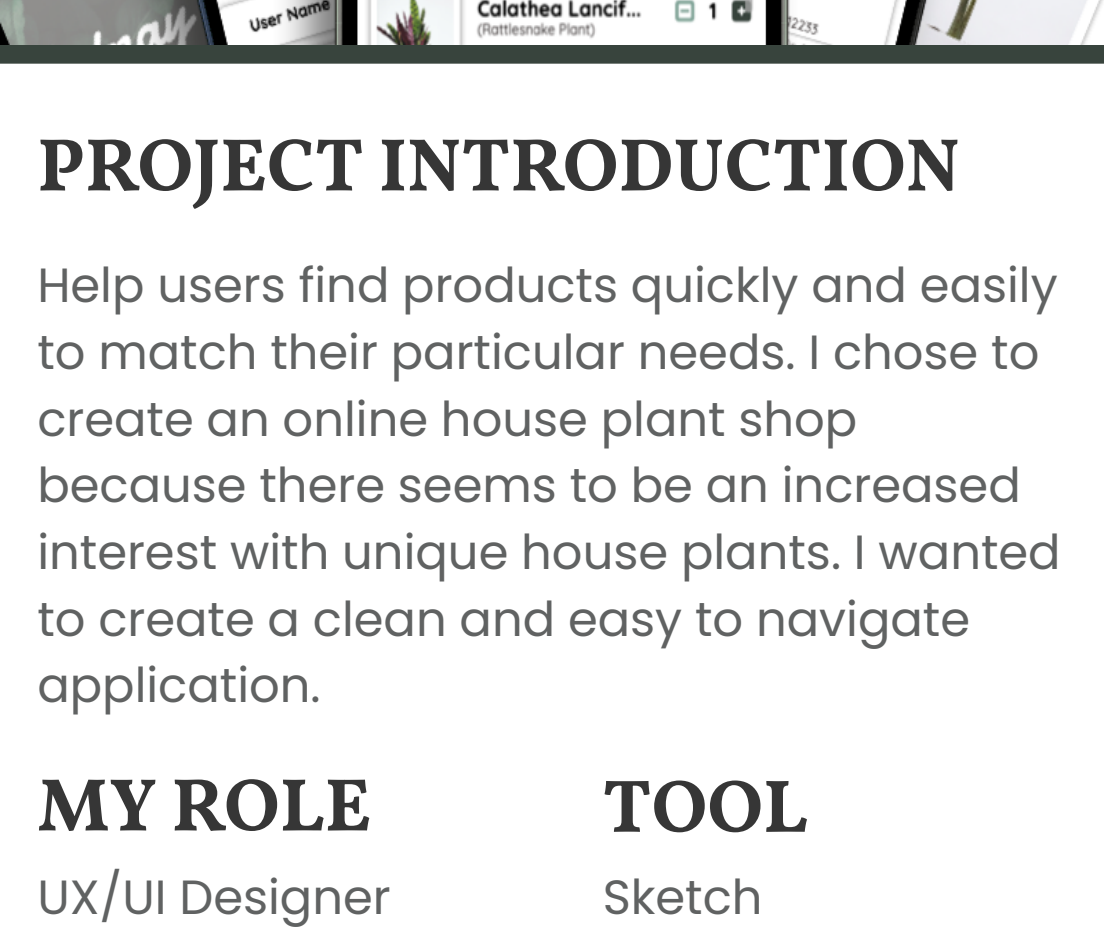


WORK

About

Contact

Botnay Plants



PROJECT INTRODUCTION

Help users find products quickly and easily to match their particular needs. I chose to create an online house plant shop because there seems to be an increased interest with unique house plants. I wanted to create a clean and easy to navigate application.

MY ROLE

UX/UI Designer

TOOL

Sketch

PROBLEM

Users who don't have the time or ability to visit physical stores and would rather buy their goods on the go or from home. It's also more convenient to try out the items and easily return those that aren't desired or appropriate without having to return the item to a physical store.

SOLUTION

This tool is for people who want to shop for key items without going into a physical store. The online store is particularly valuable for people who struggle to find the items they want in traditional stores. Most of the users will be proficient with technology but will greatly benefit from basic navigation and clean design.

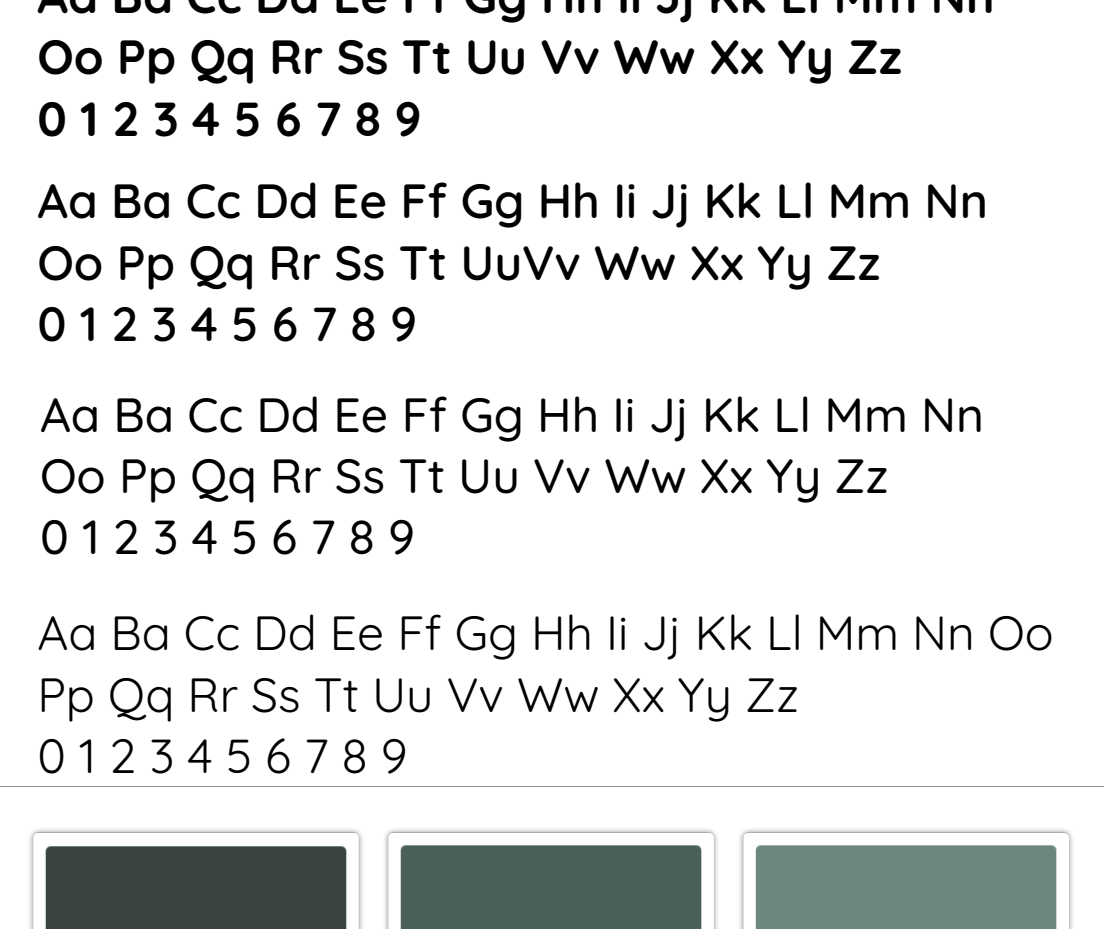
USER STORIES

1 As a customer I want to be able to place multiple items in a shopping cart, so that I can purchase more than one item at a time

2 As a customer, I want to be able to save items that I cannot buy to a wish list, so that I can purchase them at a later date.

3 As a new customer, I want to access inventory without having to register, so that I can make sure this store has what I'm looking for before having to create an account

FLOW CHART



BRAND GUIDELINES

Brand Description

Buying from an online store has never been easier. Users are tired of the complex and unintuitive navigation systems in traditional online stores, so we provide a breath of fresh air with our sleek and dynamic experience. Our modern and clean design and smart filtering options are the major drivers of our success.

Key Messaging

“Shopping made easy.”

“Products that meet your needs.”

“A shopping experience anywhere, anytime!”

TYPEFACE

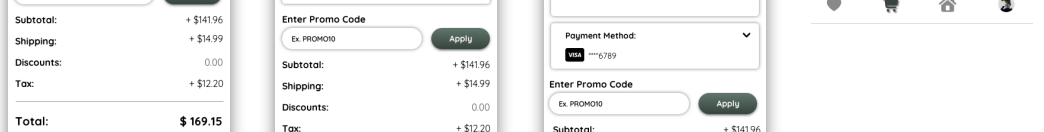
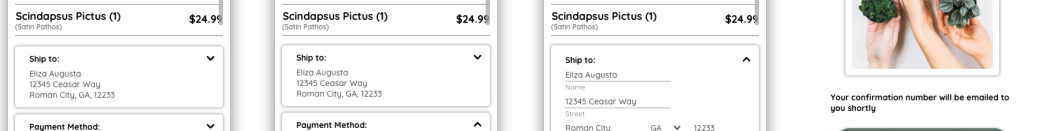
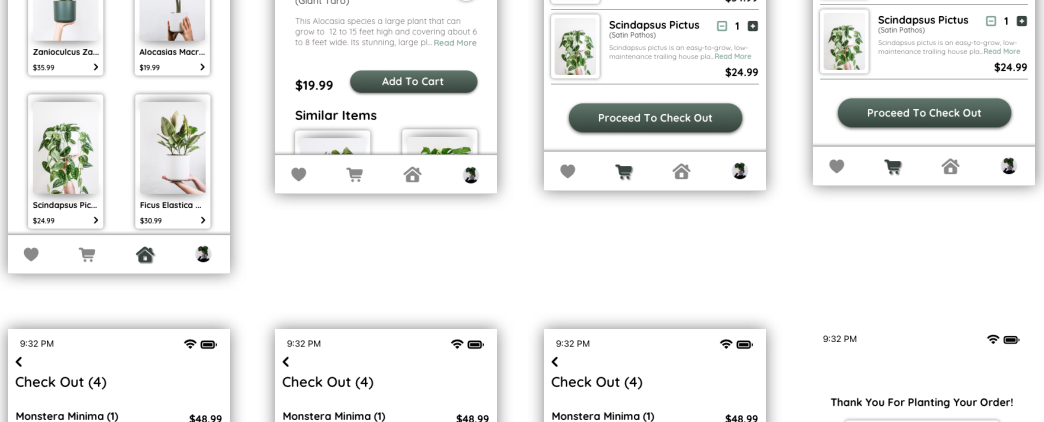
Quicksand

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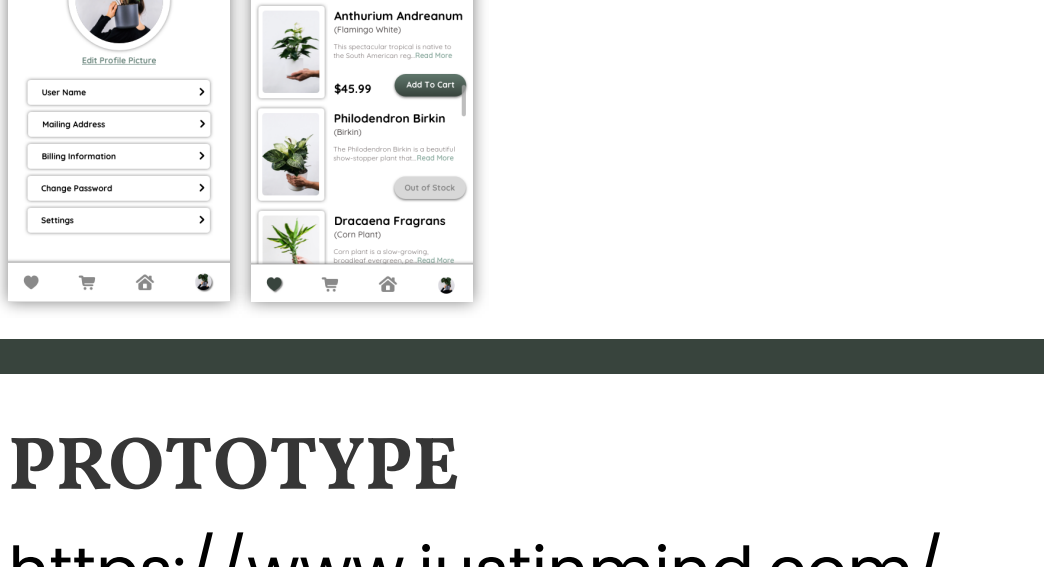
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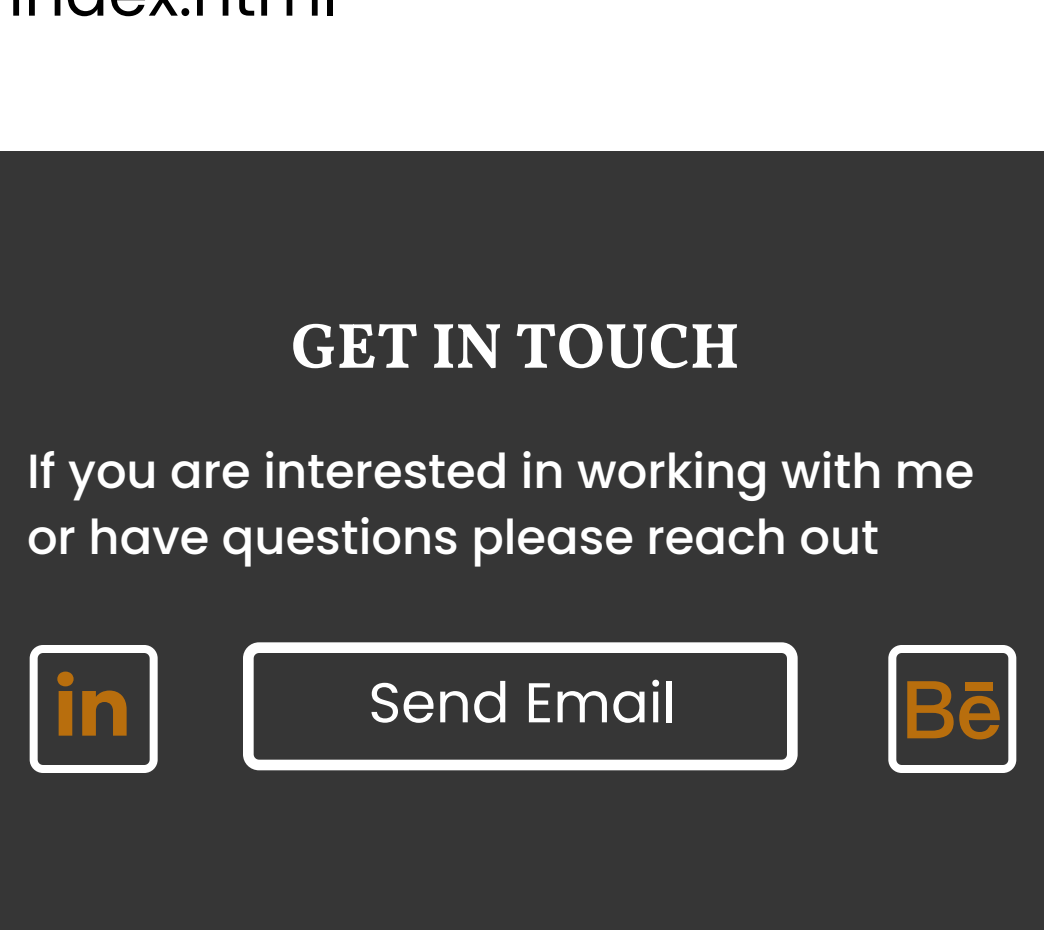
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LOW FIDELTY WIREFRAME



FINAL WIREFRAMES



PROTOTYPE

<https://www.justinmind.com/usernote/tests/72969096/72969392/72970922/index.html>

GET IN TOUCH

If you are interested in working with me or have questions please reach out

Send Email

