

FitTrendz

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Problem Statement

FitTrendz is developing an innovative e-commerce platform for online shoppers.

Addresses challenges in finding stylish, well-fitting clothing.

Aims to provide a seamless and personalized shopping experience.

Solves common issues:

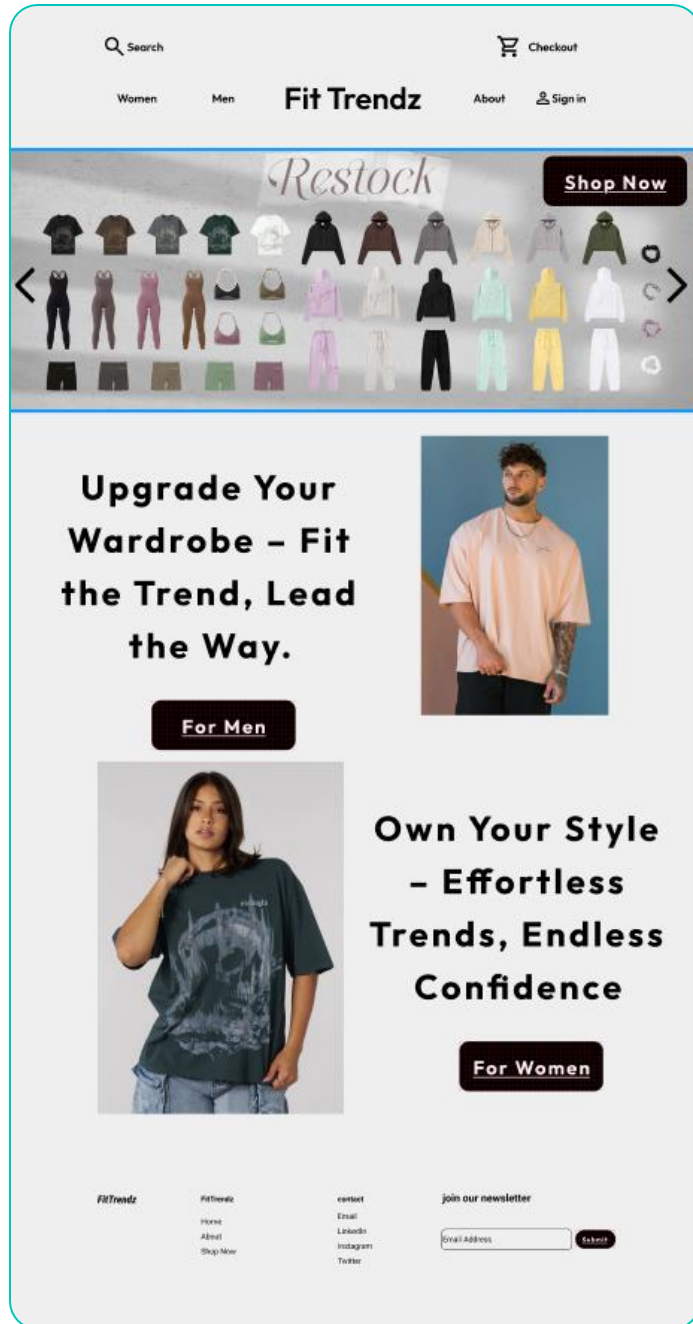
- Difficulty in selecting the right size.
- Finding clothing that matches style preferences.
- Navigating overwhelming product catalogs.

Features include:

- Outfit suggestions for style inspiration.
- A personalized size quiz for better fit recommendations.
- An advanced filtering system for easy product discovery.

Benefits:

- Enhances user experience.
- Reduces returns.
- Improves customer satisfaction.

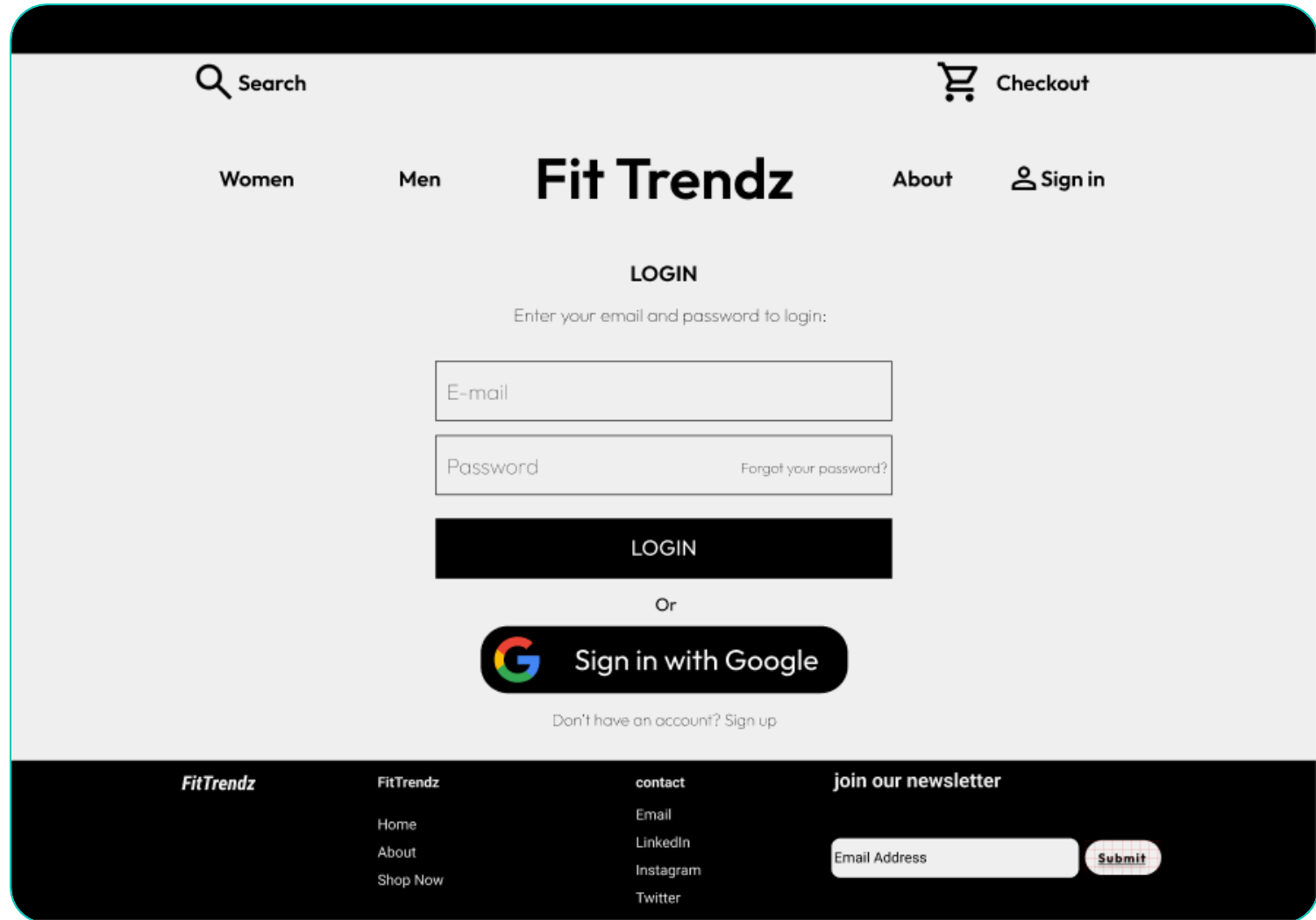


Main Page UI

- Made in Figma
- Google Icons (<https://fonts.google.com/icons>)
- Sleek Black and Grey Design
- Shows Some Potential Features

Login Page UI

- Same Color Scheme
- Sign in With Google
- Dark Theme Flips the colors



The image shows a login page for 'Fit Trendz'. The page has a light gray background. At the top, there is a search bar with a magnifying glass icon and the text 'Search', and a shopping cart icon with the text 'Checkout'. Below these, there are links for 'Women', 'Men', 'About', and 'Sign in'. The 'Fit Trendz' logo is prominently displayed in the center. Below the logo, the word 'LOGIN' is written in bold. Underneath, it says 'Enter your email and password to login:'. There are two input fields: one for 'E-mail' and one for 'Password'. To the right of the password field is a link that says 'Forgot your password?'. Below the input fields is a large black button with the word 'LOGIN' in white. Underneath this button is the word 'Or'. Below 'Or' is a 'Sign in with Google' button, which features the Google logo and the text 'Sign in with Google'. Below this button, it says 'Don't have an account? Sign up'. At the bottom of the page, there is a dark gray footer. On the left, it says 'FitTrendz'. In the center, there are links for 'FitTrendz', 'Home', 'About', and 'Shop Now'. On the right, there is a 'contact' section with links for 'Email', 'LinkedIn', 'Instagram', and 'Twitter'. To the right of the contact section is a 'join our newsletter' section with an 'Email Address' input field and a 'Submit' button.

Search

Checkout

Women Men **Fit Trendz** About Sign in

LOGIN


Enter your email and password to login:

E-mail

Password [Forgot your password?](#)

LOGIN

Or

 **Sign in with Google**

[Don't have an account? Sign up](#)

FitTrendz

FitTrendz

Home
About
Shop Now

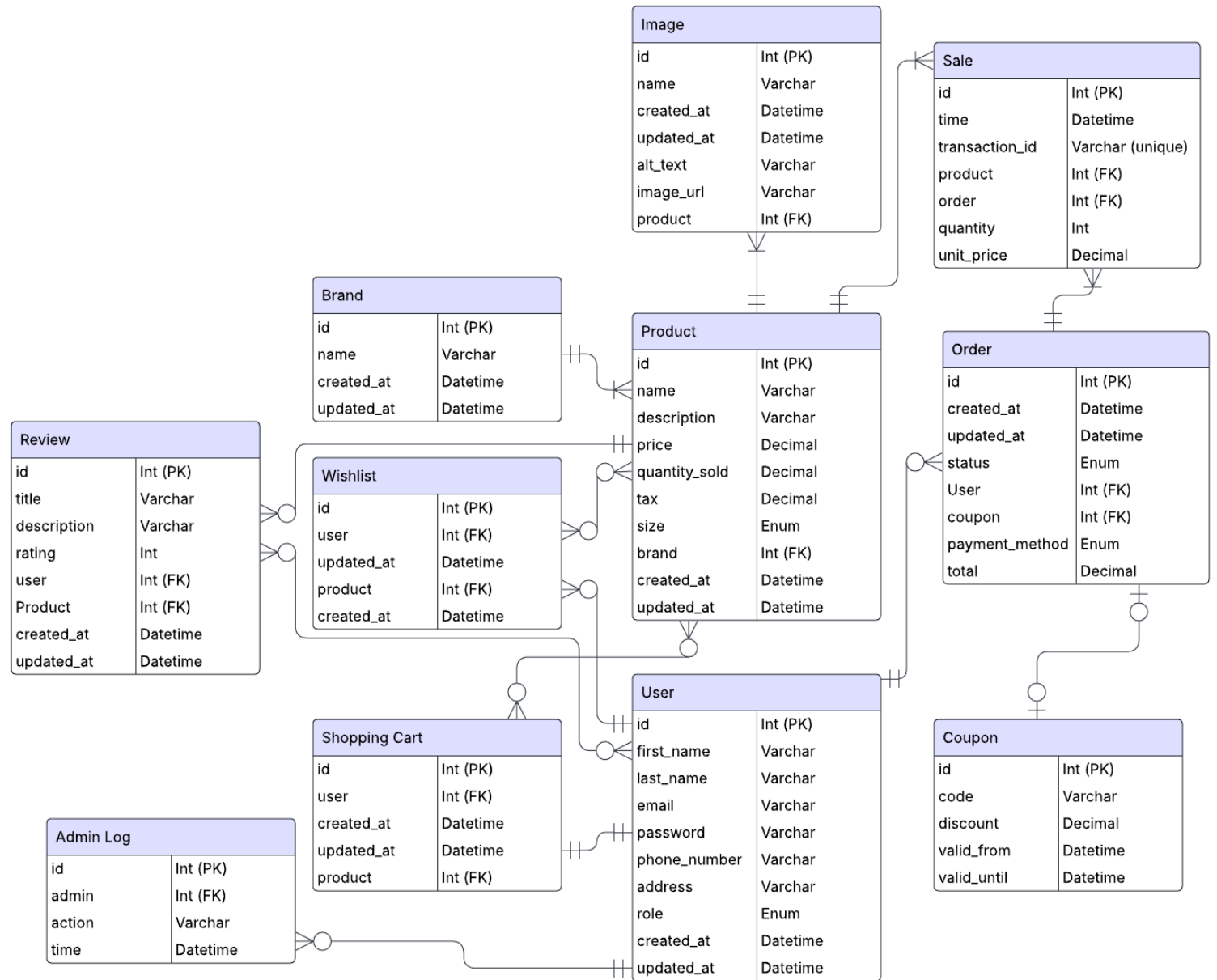
contact

Email
LinkedIn
Instagram
Twitter

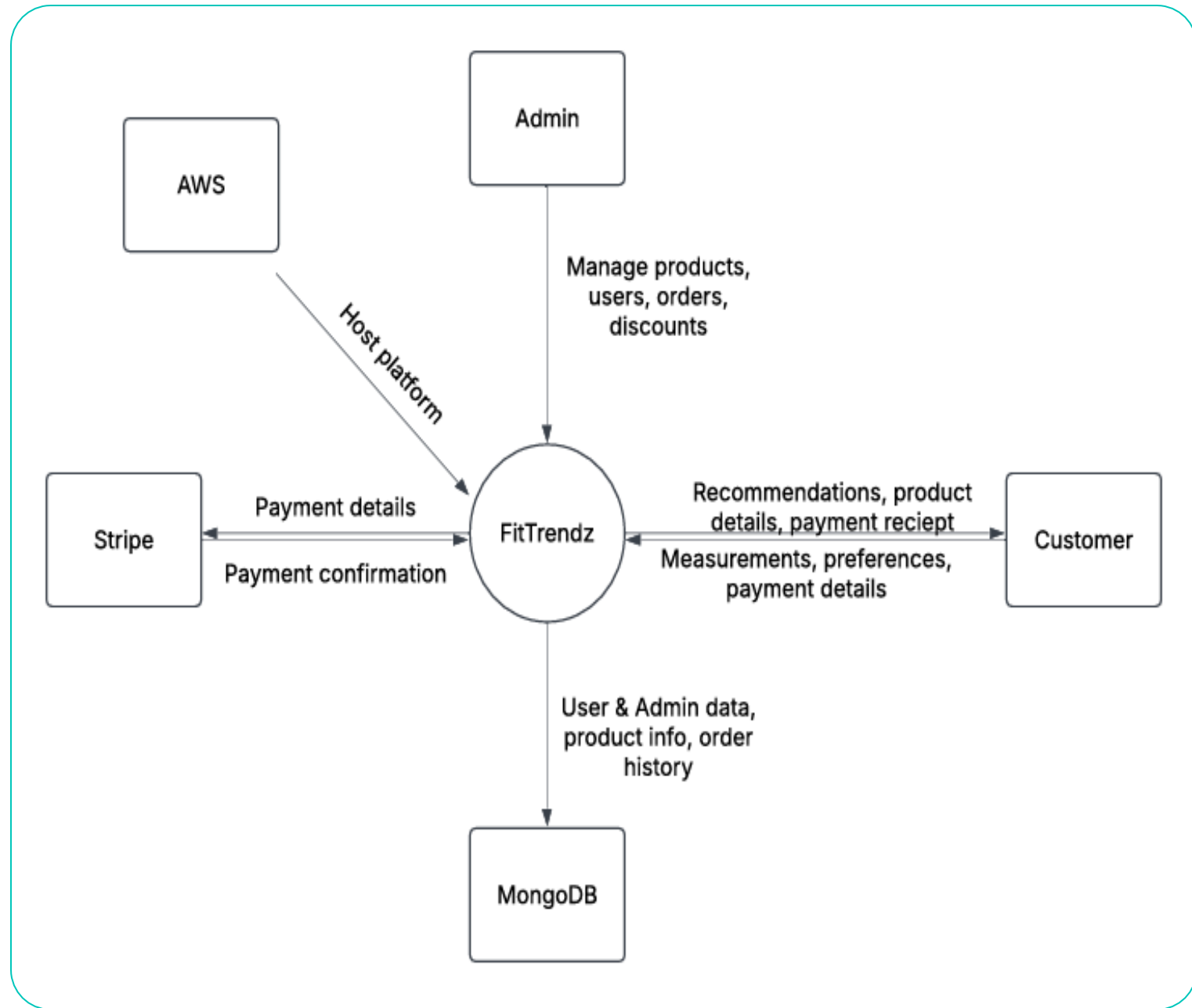
join our newsletter

Email Address **Submit**

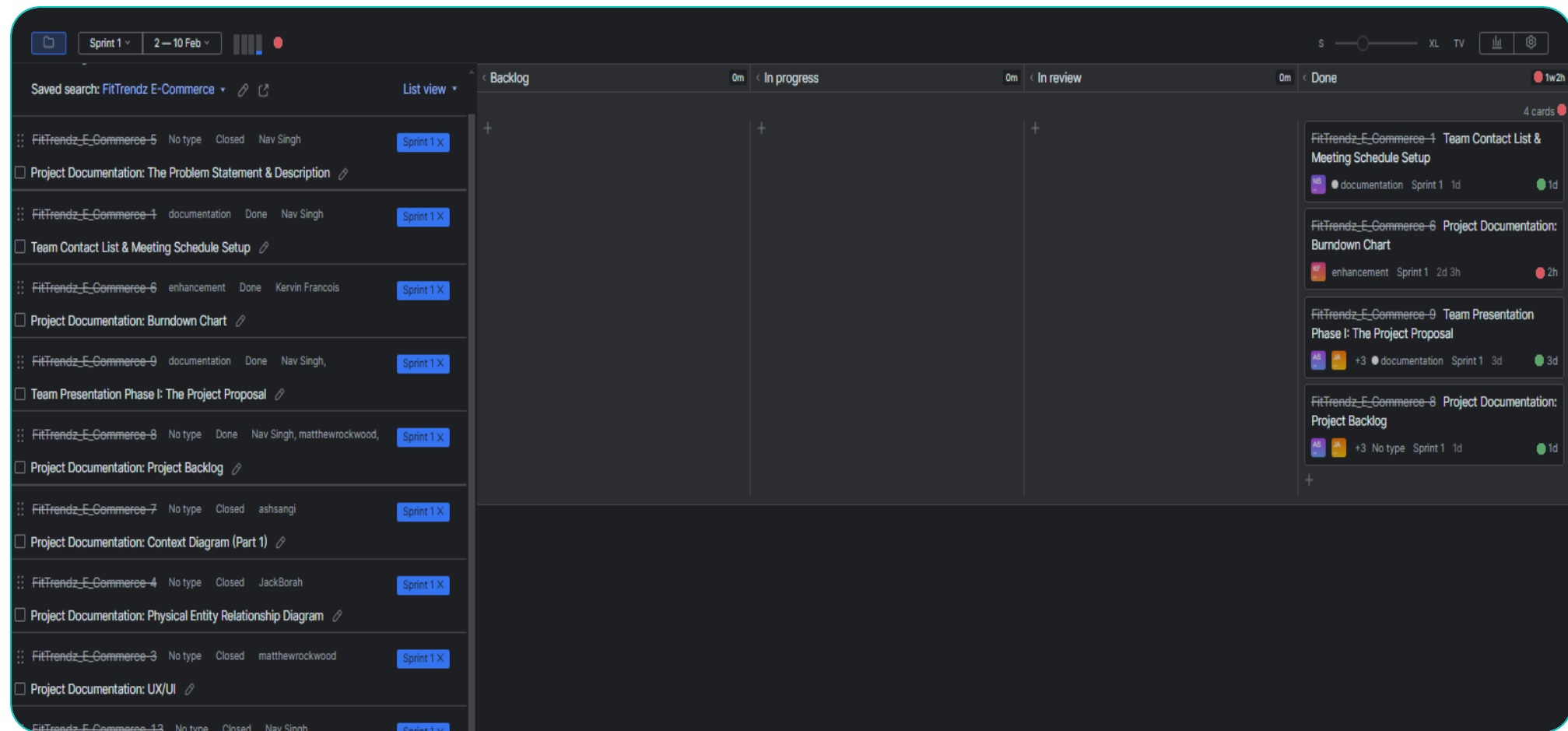
Entity Relationship Diagram



Context Diagram



Agile Boards



Burndown Chart

