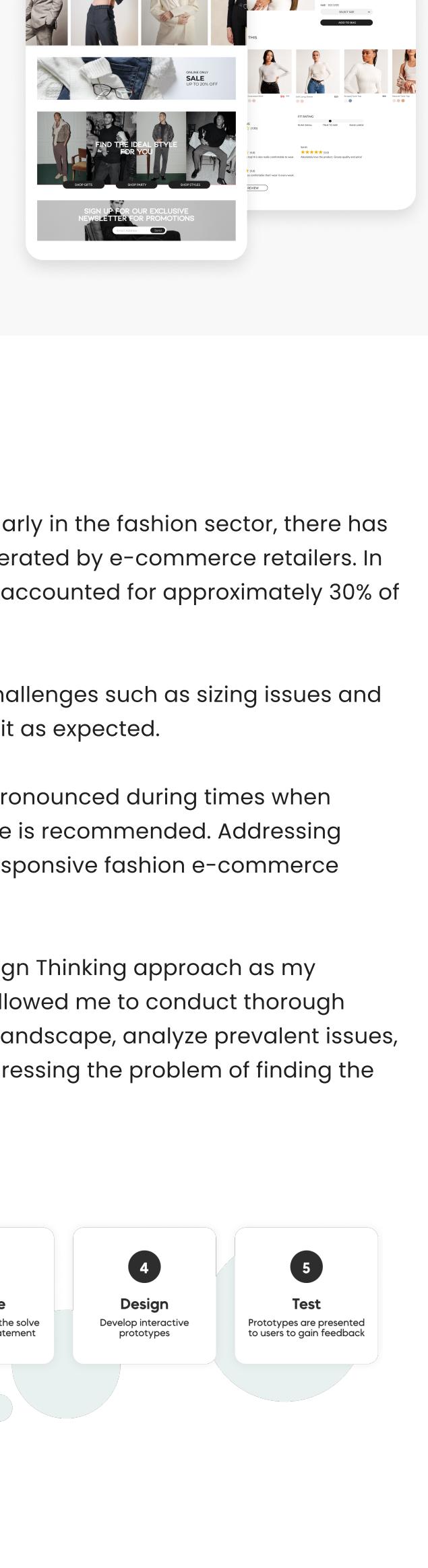


## UX Case Study

# RENEW: An Optimized Ecommerce Shopping Website Design



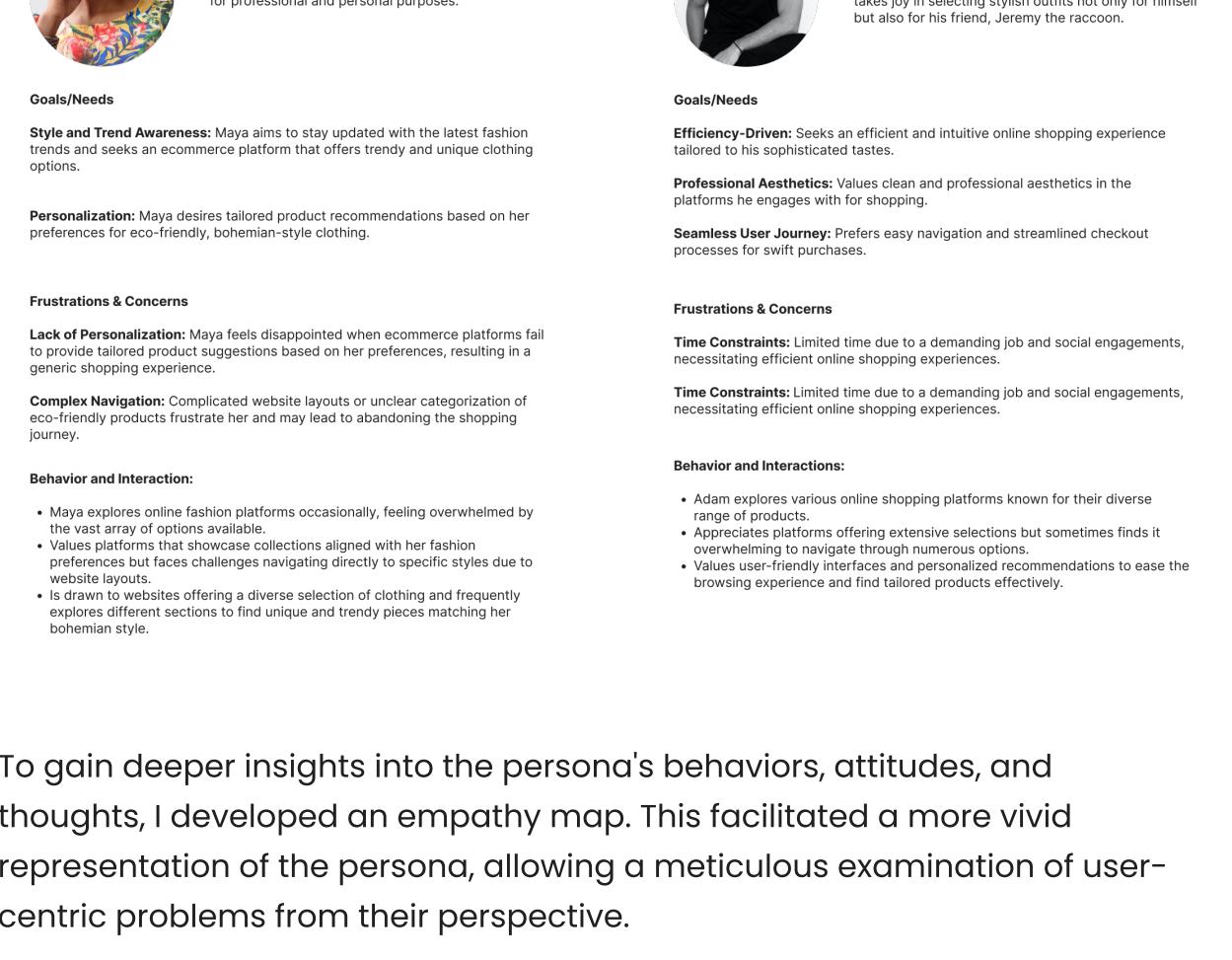
## Introduction

With the rise of online shopping, particularly in the fashion sector, there has been a significant surge in revenue generated by e-commerce retailers. In 2023, the fashion e-commerce industry accounted for approximately 30% of total sales in the United States.

Online clothing purchases often pose challenges such as sizing issues and the hassle of returning items that don't fit as expected.

These inconveniences are particularly pronounced during times when taking extra precautions in going outside is recommended. Addressing these concerns, I've conceptualized a responsive fashion e-commerce website named Mirror.

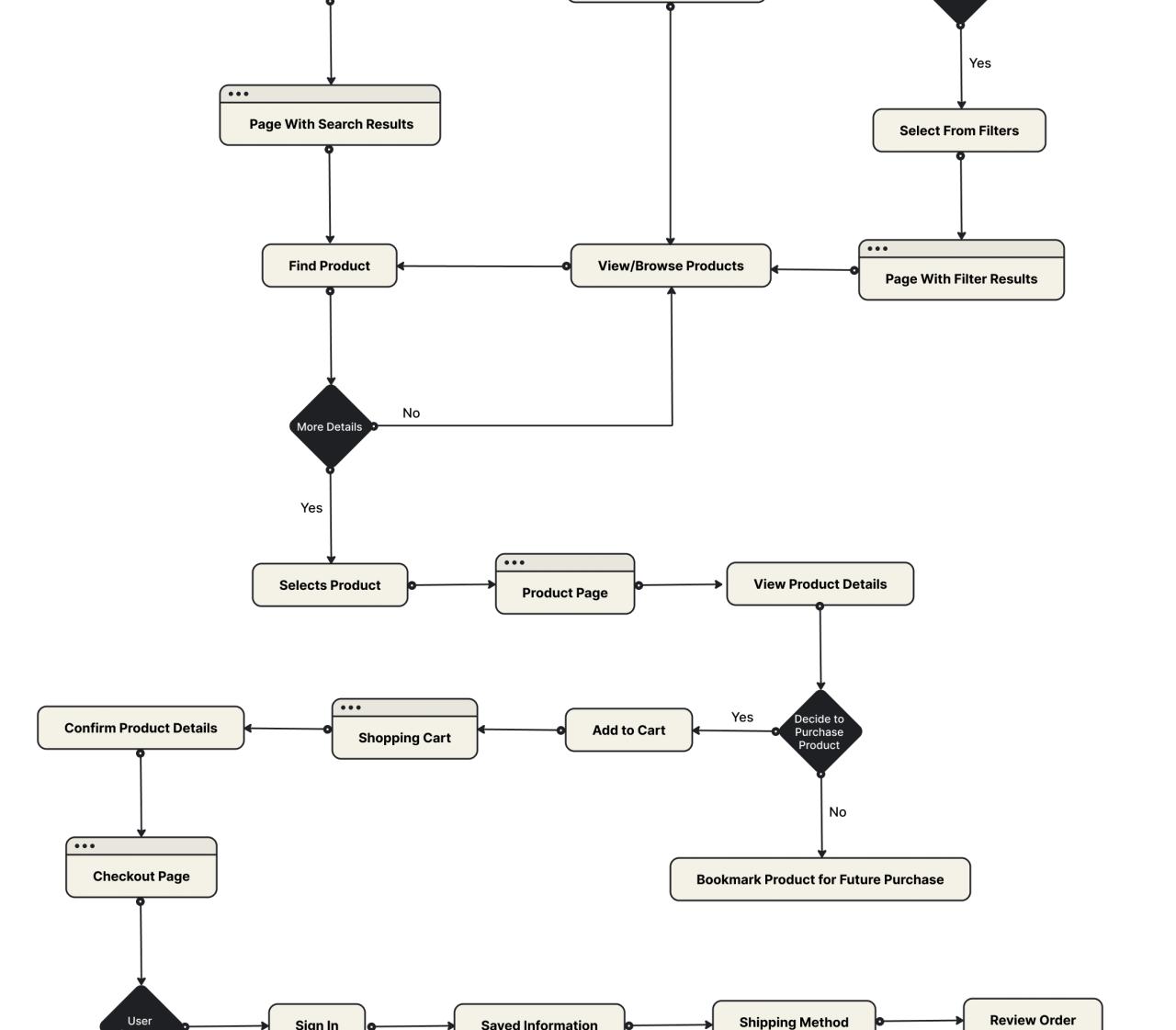
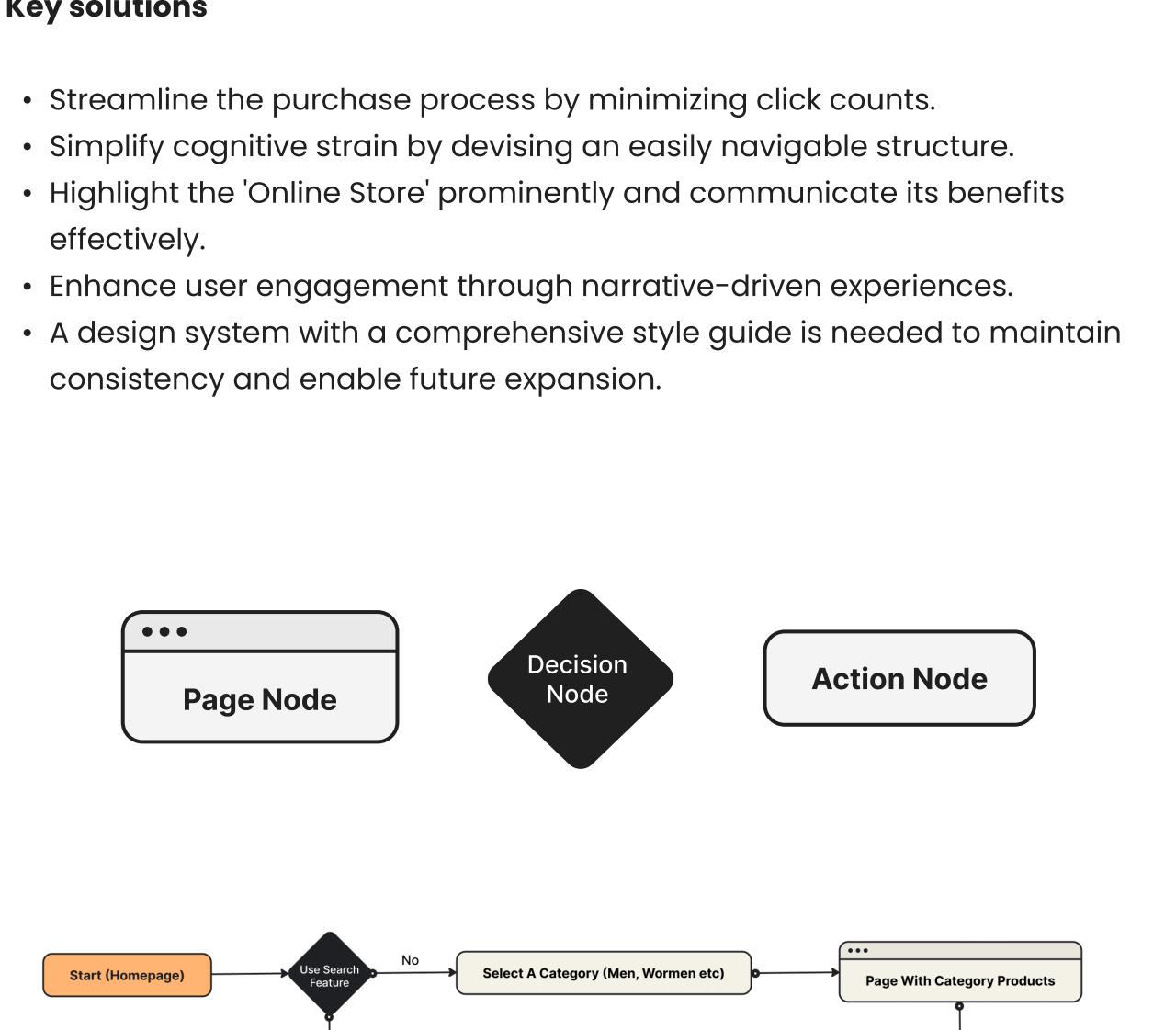
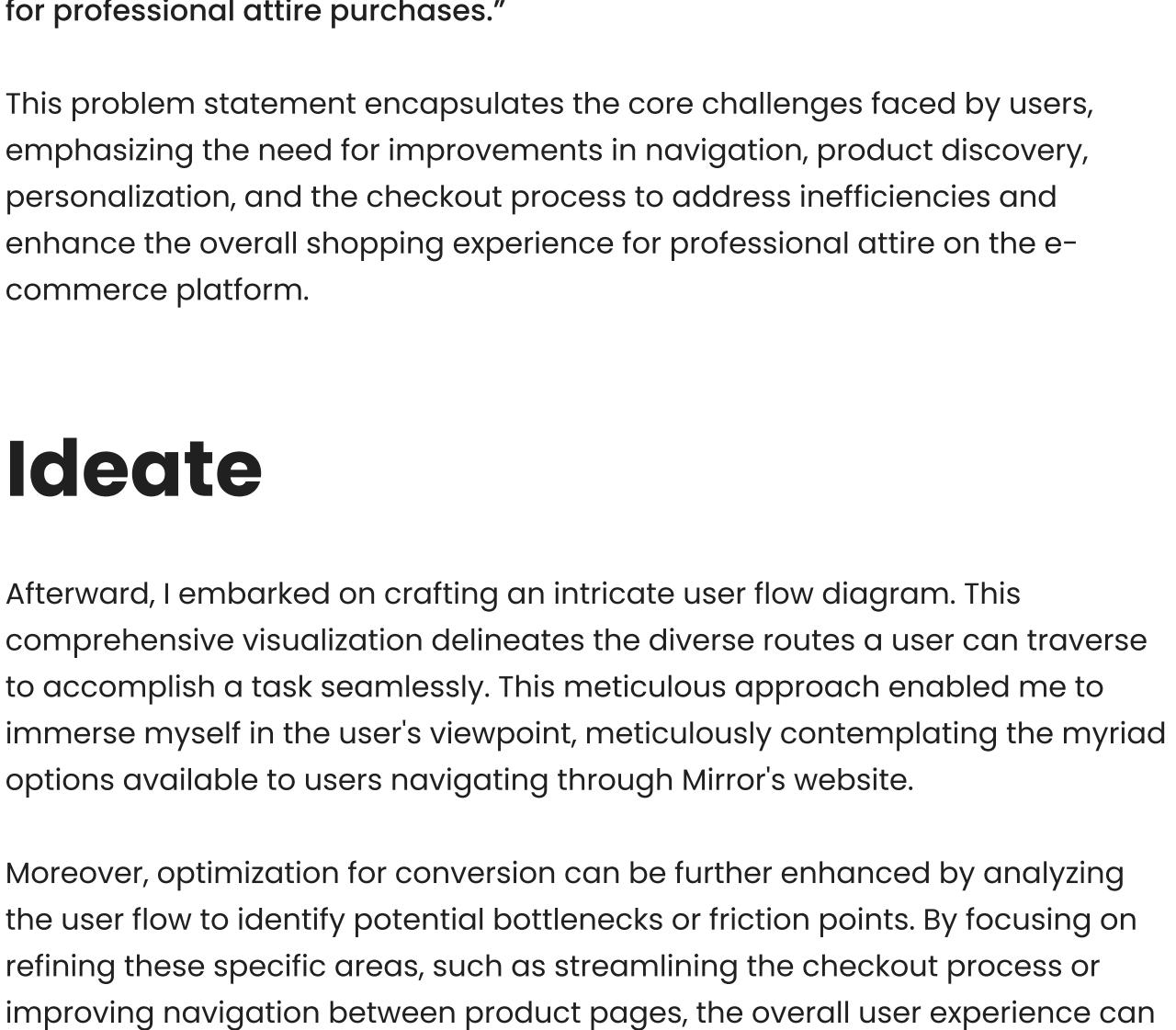
To craft this product, I opted for the Design Thinking approach as my guiding framework. This methodology allowed me to conduct thorough research into the fashion e-commerce landscape, analyze prevalent issues, and devise a solution that caters to addressing the problem of finding the perfect fit for clothing items.



## Empathize

### Competitor Research

Once I was able to get a better understanding of the thoughts and feelings of the users, I proceeded to conduct research on some of the direct and indirect competitors. During the research, I wrote down some of the major strengths and weaknesses of each of the websites. Doing so made it easier to figure out the commonly sought-after features for fashion e-commerce websites.



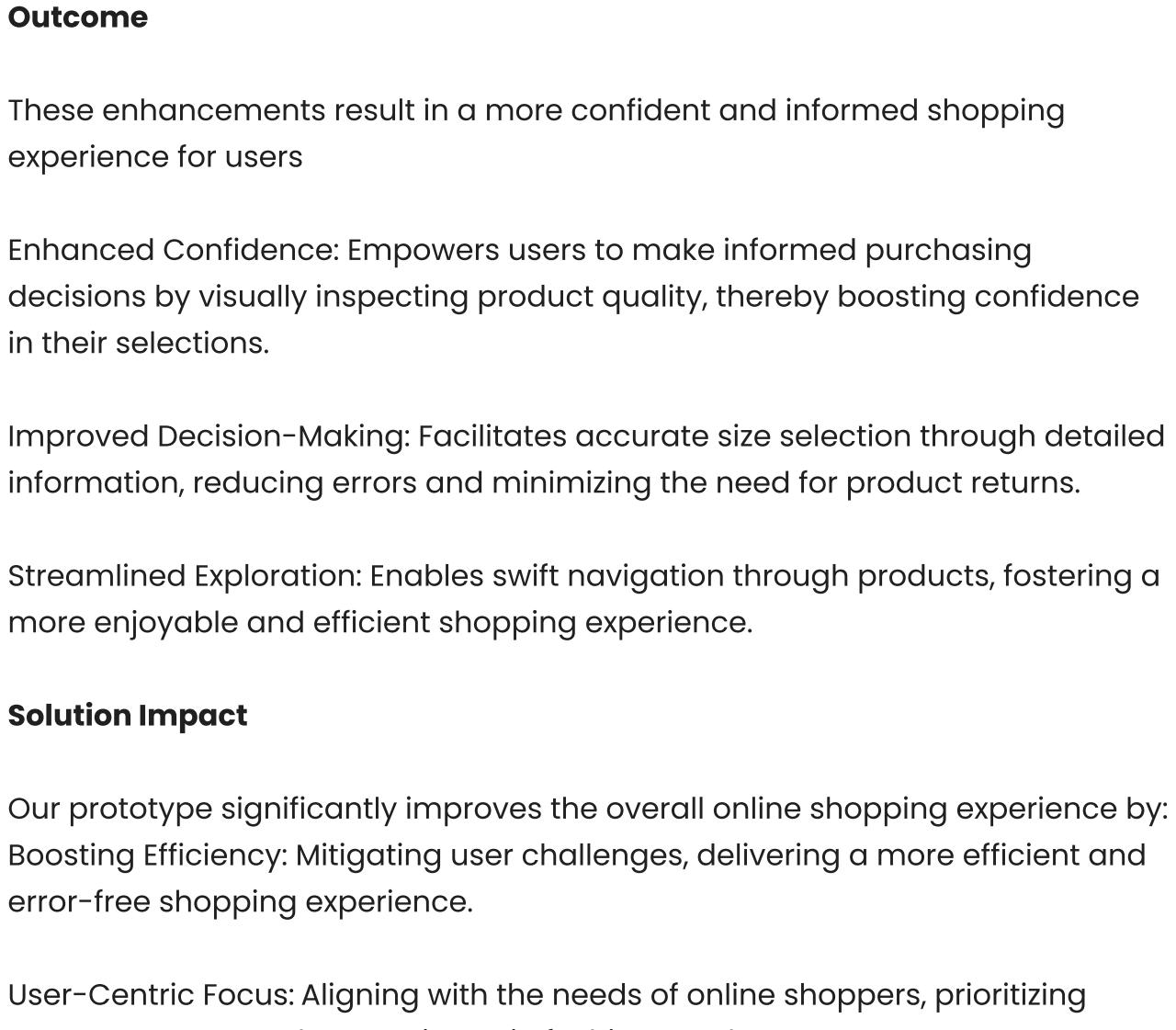
## Define

In the "Define" stage of the design thinking process for a shopping website, the primary goal is to distill and interpret the information gathered during the "Empathize" phase. This stage involves synthesizing the insights gained from users' experiences, pain points, needs, and desires identified during research.

### User Personas

Creating detailed user personas involves crafting individual profiles that encapsulate diverse shopping behaviors and preferences.

These personas in eCommerce help to humanize user segments, enabling a deeper understanding of their motivations, frustrations, and preferences throughout the online shopping journey, thereby guiding design decisions towards tailored user experiences.



## Prototype

The prototypes address the challenge of providing users with a more efficient and error-free shopping experience through several key enhancements:

- Visual Product Examination: Incorporating numerous high-resolution images and product videos, enabling users to closely inspect product quality before purchase.

- Accurate Sizing Assistance: Providing a comprehensive size guide to make accurate sizing choices effortlessly.

- Effortless Navigation: Implementing intuitive filters enabling users to refine searches seamlessly.



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