

UX Improvement Report

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Overview

This report summarizes the UX improvements made to the Shoes E-Commerce App as part of Week 5's internship task. The process involved user testing, feedback collection, A/B testing, and final implementation of UI enhancements.

User Feedback Summary

After testing the prototype with 3 users, the following feedback was collected:

- Wishlist icon was too small and easy to miss
- Product size selector wasn't visually clear
- "Remove item" option in cart was not visible enough
- Onboarding screen lacked a progress indicator or "Skip" button
- Category section on the home screen felt too plain


Revisions Made Based on Feedback

| Problem | UX Improvement |
|-------------------------|--|
| Wishlist icon small | Increased size and added label |
| No “remove item” icon | Added trash icon on cart screen |
| Onboarding missing skip | Added skip button (top right) and better alignment |

A/B Testing

Tested Screen: Onboarding Screen

- **Version A:** Text centered, no skip button
- **Version B:** Skip button added, text aligned top

Result:
2 out of 3 users preferred Version B
 Chosen for final design

Final Implementation

All changes were implemented into the final design in Figma. Prototype was updated to reflect the improved user flow and better usability based on testing results.

Reflection & Learning

“This task helped me understand how small UX changes—like a skip button or icon visibility—can make a big difference. I learned how to collect real feedback, compare UI versions, and finalize a better design based on user needs.”