Case Study – Shoes E-Commerce App UI Design

Project Overview :

This project was created as part of my Week 4 internship task focused on UI Design. The goal was to design a complete mobile app UI for an e-commerce app that sells shoes. The task also required creating a UI Kit, building interactive prototypes, and conducting a design review session.

Objective :

- Design a clean, user-friendly shoe shopping app
- Include all essential e-commerce features
- Ensure UI consistency using a custom UI kit
- Create a fully clickable prototype in Figma
- Apply design review feedback to improve the final result

Tools Used :

Figma – For UI design, components & prototyping
Google Fonts – Typography (Poppins & Inter)
Feather Icons – For UI icons

Target Platform :

Mobile app (iOS & Android friendly layout)
Web layout not included, as focus was on mobile-first UI

App Screens Designed :

1. **Splash Screen** –   Brand entry
2. **3x Onboarding Screens** –   App introduction & benefits
3. **Home Screen** –   Product listing with categories
4. **Product Details Screen** –   Shoe details, sizes, price, and CTA
5. **Cart Screen** –   Selected items with pricing
6. **Wishlist Screen** –   Saved favorite items
7. **Profile Screen** –   User details, orders, and settings

UI Kit Highlights :

A complete UI Kit was created using components extracted from initial screens:

- **Colors:**
    - Primary: #**428AFF**
    - Accent: #**ECF3FF**
    - Text: **#000000, #707070**

- **Typography:**
    - Heading: **Nunito, Bold**
    - Body: **Nunito, Regular**

- **Components:**
    - Primary/Secondary Buttons
    - Product Cards
    - Navigation Bar
    - Icons

Prototype & Interaction :

All screens were linked using Figma's Prototype mode. Transitions were added between:

- **Onboarding →**   Login
- **Login →**   Home
- **Product →**   Cart
- **Cart →**   Checkout

This allows a smooth walkthrough experience of the app.

User Feedback (Design Review) :

"I found the app very smooth and easy to navigate. The onboarding was visually engaging and explained the purpose well. The home screen layout was clean, and the add-to-cart felt very intuitive. I'd definitely shop using this app if it existed."

Based on the feedback, I made minor spacing adjustments, and improved the visibility of the wishlist icon.

✅ Results & Learnings :

- Learned how to structure a full mobile app flow
- Understood the value of a reusable UI kit
- Practiced prototyping & interaction
- Experienced reviewing and iterating based on feedback