E-Commerce Redesign App

Introduction

Project Name: E-Commerce Redesign App

Goal : The goal is to create a clean and modern online shopping experience.
It enhances customer satisfaction through intuitive navigation and faster purchases.

Role: UX/UI Designer and Developer

Tools Used: Figma, Adobe XD

The E-Commerce Redesign App improves online shopping by offering a modern interface, faster navigation, and personalized experiences. It makes browsing, comparing, and purchasing products seamless.

Team Members:

1. Arunkumar T
2. Shalini S
3. Preethi R
4. Navaneetham V
5. Pradhish R

Problem Statement

Existing e-commerce platforms can be overwhelming and cluttered. This redesign simplifies the shopping experience with clear layouts, intuitive navigation, and a visually appealing design.

User Research

- Users prefer simple layouts with clear product categories.
- Secure and fast checkout is a must.
- Personalized recommendations boost satisfaction.

Information Architecture
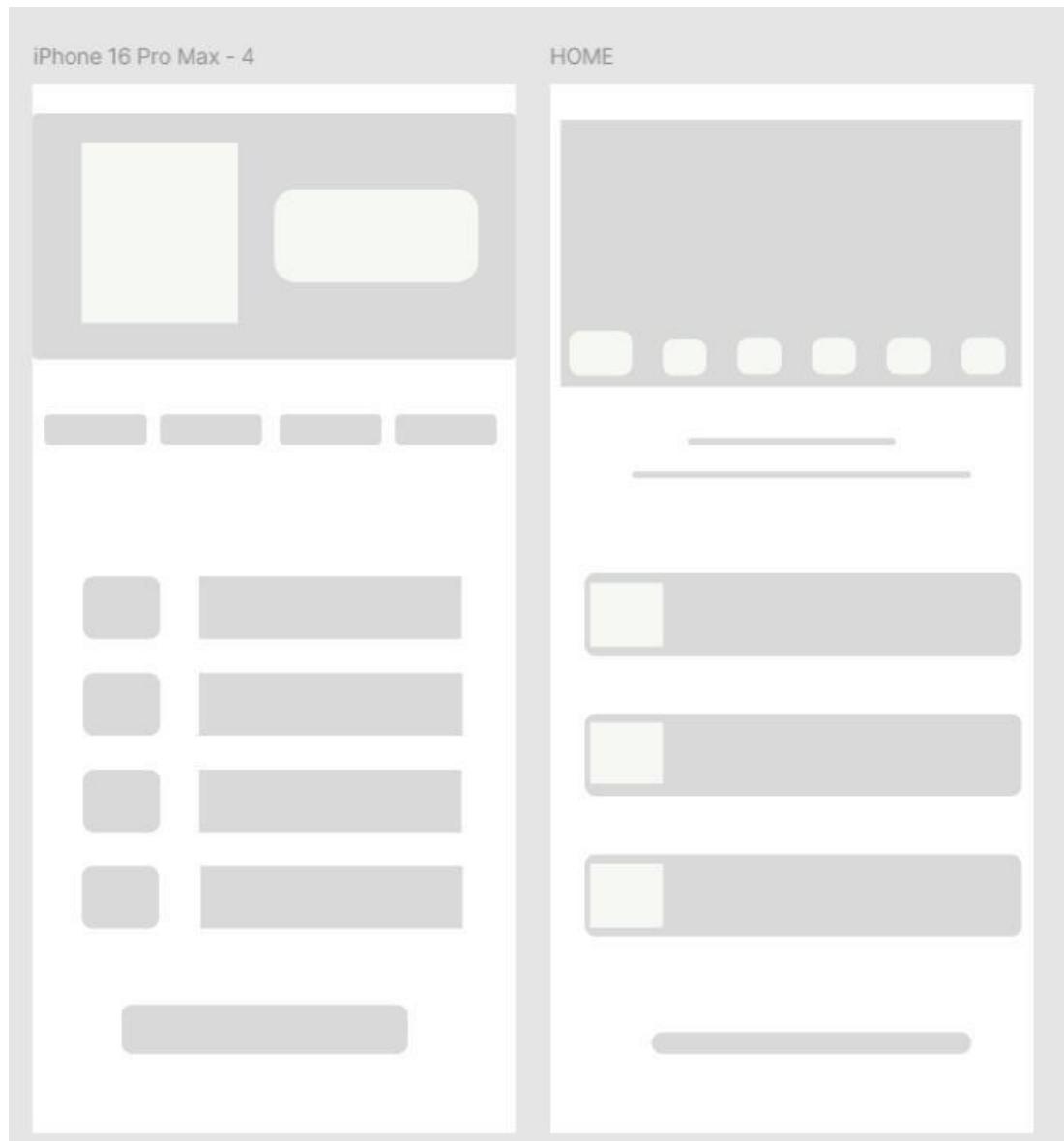
1. Home (Featured products)
2. Categories (Product listings)
3. Cart (Checkout & payment)
4. Wishlist (Saved items)
5. Profile (Orders & settings)

User Flow / Journey

Start: Open app → Browse home or category → View product → Add to cart → Checkout →
End: Order confirmation and tracking.
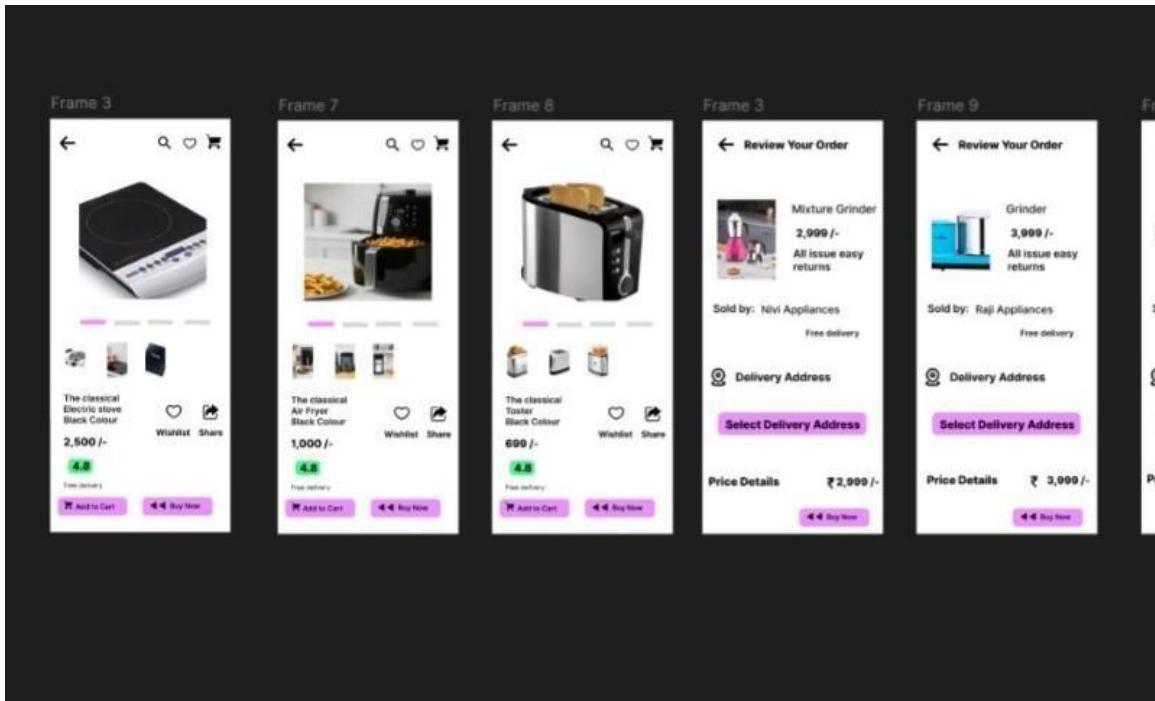
Wireframe

Low-fidelity wireframes designed in Figma to outline structure and layout, focusing on
product visibility and clean flow.

UI Design

The UI design for the E-Commerce Redesign App adopts a modern and minimalist style, focusing on user convenience and product visibility. Large product images, clear pricing, and prominent call-to-action buttons improve the shopping experience.

Prototype & Interactions

High-fidelity prototype included hover effects, interactive cart system, and smooth transitions for real app feel.

Conclusion

The E-Commerce Redesign App enhances the shopping experience by combining aesthetics with usability, all designed in Figma for a modern retail experience.