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Design Diary Entry Two

SHEIN Application

Shein application is a mobile shopping platform that allows users to browse and purchase a wide variety of clothing, accessories, and home goods at affordable prices. The app is known for its fast fashion trends, with new products being added daily. It allows users to shop for affordable clothing, accessories, and beauty products. It provides a user-friendly mobile shopping experience.

The usefulness of the Shein App

The application is useful for people who want to shop for fashion and lifestyle products at affordable prices. It is also a good option for people who want to find unique and trendy clothes. Additionally, the app offers a convenient way to shop online, with a variety of shipping and payment options. The target audience for the Shein app is broad, but it is primarily popular with young women and fashion enthusiasts. The app is also popular with budget-conscious shoppers and people who want to find unique and trendy clothes.

I used to use Myntra as a source for fast fashion and explore the unbranded new-age designs that are available in the market back in India. Last year when I came to the United States, I was introduced to Shien for all kinds of fast fashion and trendy fashion offerings. I use the said application on my iPhone at various locations like home, and whenever there might be a need or anything I find online that intrigues me.



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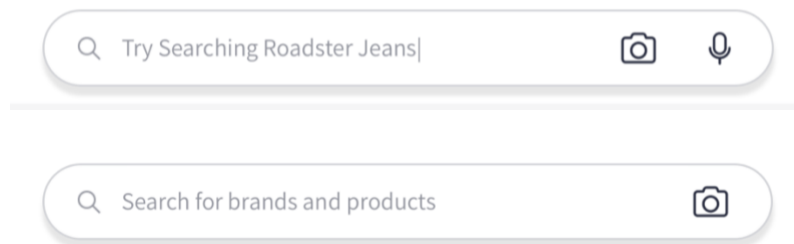
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I would want to focus on the attention and memory part of the cognitive design theme for this particular application. Viewing the same application with the eye of reviewing it and understanding the attention and memory parts of the cognitive design helped me understand the depth to which a lot of application designs are influenced.

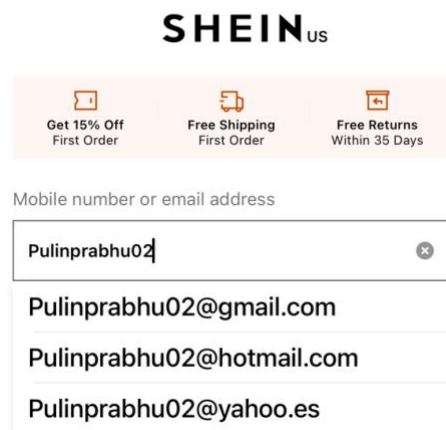
The blocks we would focus on would be the methods that support memory in user interface design:

1. *Placeholders for users to understand what a particular field is meant for:*

The application gives us various search queries to ensure it aids us in understanding what can be searched to get the desired results.



The application, while logging in helps the user complete the email address, this reduces the resistance for the user, which is also a memory-aiding tactic.

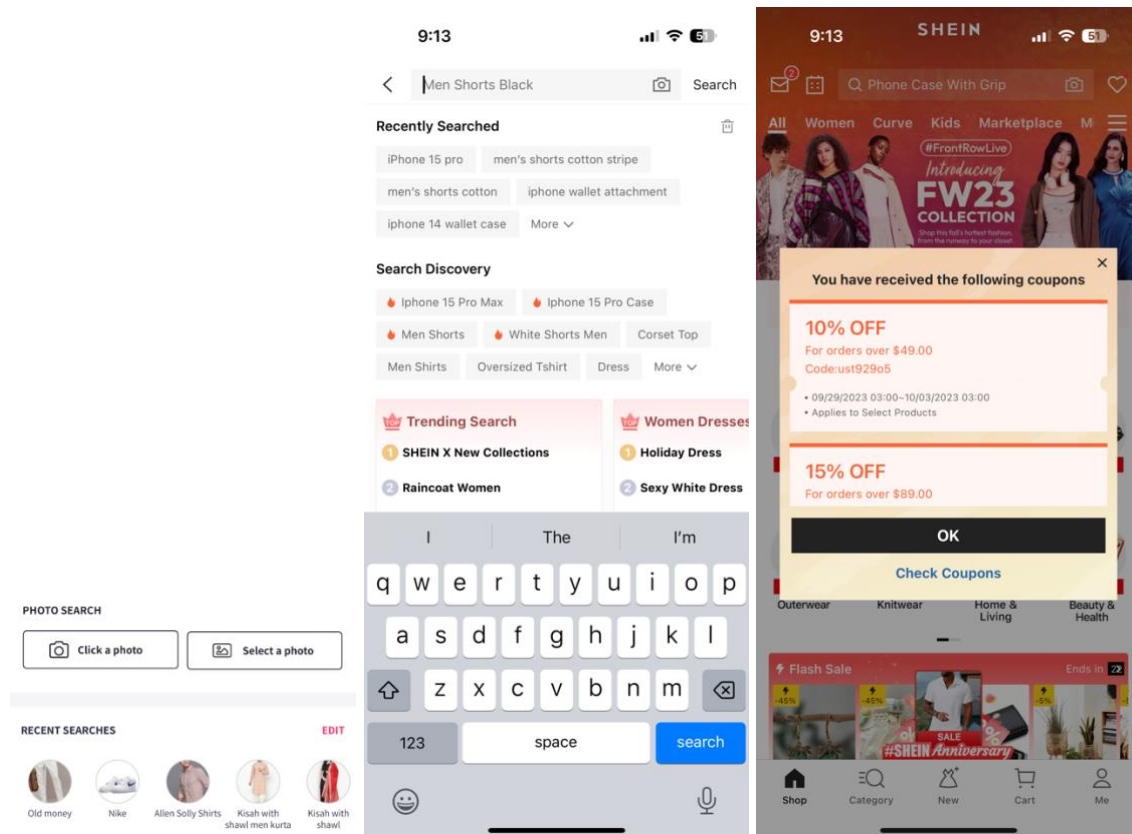




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2. **Minimizing the memory load:** The application also uses various methods on Android or iOS to help the user what they searched for as this helps the user come back to any previous searches that he/she might not have been able to complete order about or help search for that object again.





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3. **Standard Design Pattern:** Having a standard design for log-in and sign-up helps users use muscle memory to understand where to go and in turn get things done with lesser resistance and aids the use of a particular software, in the case of Shein, that is observed at the login and signup.

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Sign in with your account

Email

Pulinprabhu02@gmail.com

Password

[Forgot your Password?](#)

SIGN IN

4. **Provide memory aid:** Provide help to the user when the user finds help by providing contact customer support/retrieval password support to recover passwords when users cannot recall. This is seen in the screenshot above in the case of Shein.



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SWOT Analysis

