UIN: 632009588

Name: Pulin Pramod Prabhu

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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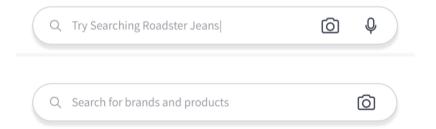
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I would want to focus on the attention and memory part of the cognitive design theme for this particular application. Viewing the same application with the eye of reviewing it and understanding the attention and memory parts of the cognitive design 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:

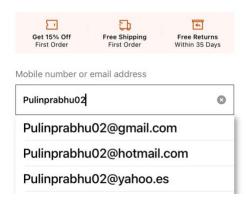
#### 1. Placeholders for users to understand what a particular field is meant for:

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



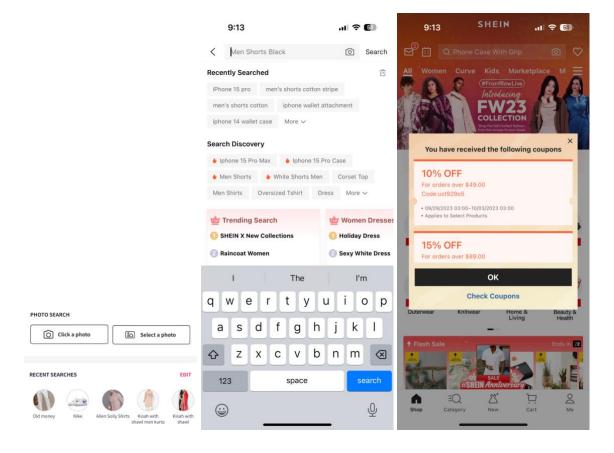
The application, while logging in helps the user complete the email address, this reduces the resistance for the user, which is also a memory-aiding tactic.

# SHEINus



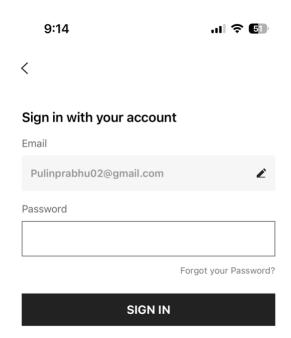
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2. Minimizing the memory load: The application also uses various methods on Android or iOS to help the user what they searched for as this helps the user come back to any previous searches that he/she might not have been able to complete order about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



**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**

#### **STRENGTHS**

- Visually Appealing Interface: Features
   an attractive and visually appealing
   design, which can engage users and
   encourage exploration.
- User-Friendly Navigation: Intuitive navigation, making it easy for users to browse products and complete purchases.

#### **WEAKNESS**

- Complexity: The abundance of products and categories can overwhelm users, making it challenging to find specific items quickly.
- Information Overload: Some product pages may have too much information, potentially causing cognitive overload for users.

### **OPPORTUNITIES**

- Accessibility: Making it Accessible for users with disabilities can expand its user base and demonstrate a commitment to inclusivity.
- User Education: Providing tips and tutorials on how to use the app effectively can help users navigate its features more efficiently.

#### **THREATS**

 Competition: Any shortcomings in user interface design can drive users to alternative platforms.