Callisto

Callisto App Case Study for Product (UX/UI) Design

Case Study

Callisto

E-commerce for ordering laptops and other electronic devices.

Mirzabek Qurbonboyev

Team leader and project manager

Jasur Saparov

UX designer

Qanat Sarsenbaev

Tester

Temurmalik Ilxomjonov

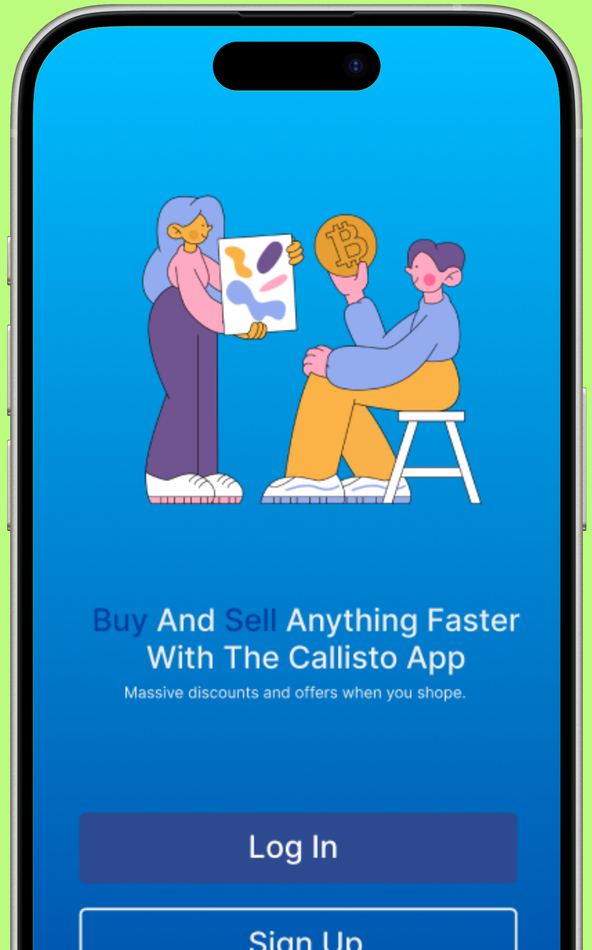
Researcher & UI designer

Online store

Electronic device store

About project

Our app called Callisto will let users compare between laptops, see prices and gives aids which will affect students to choose laptop.



My roles

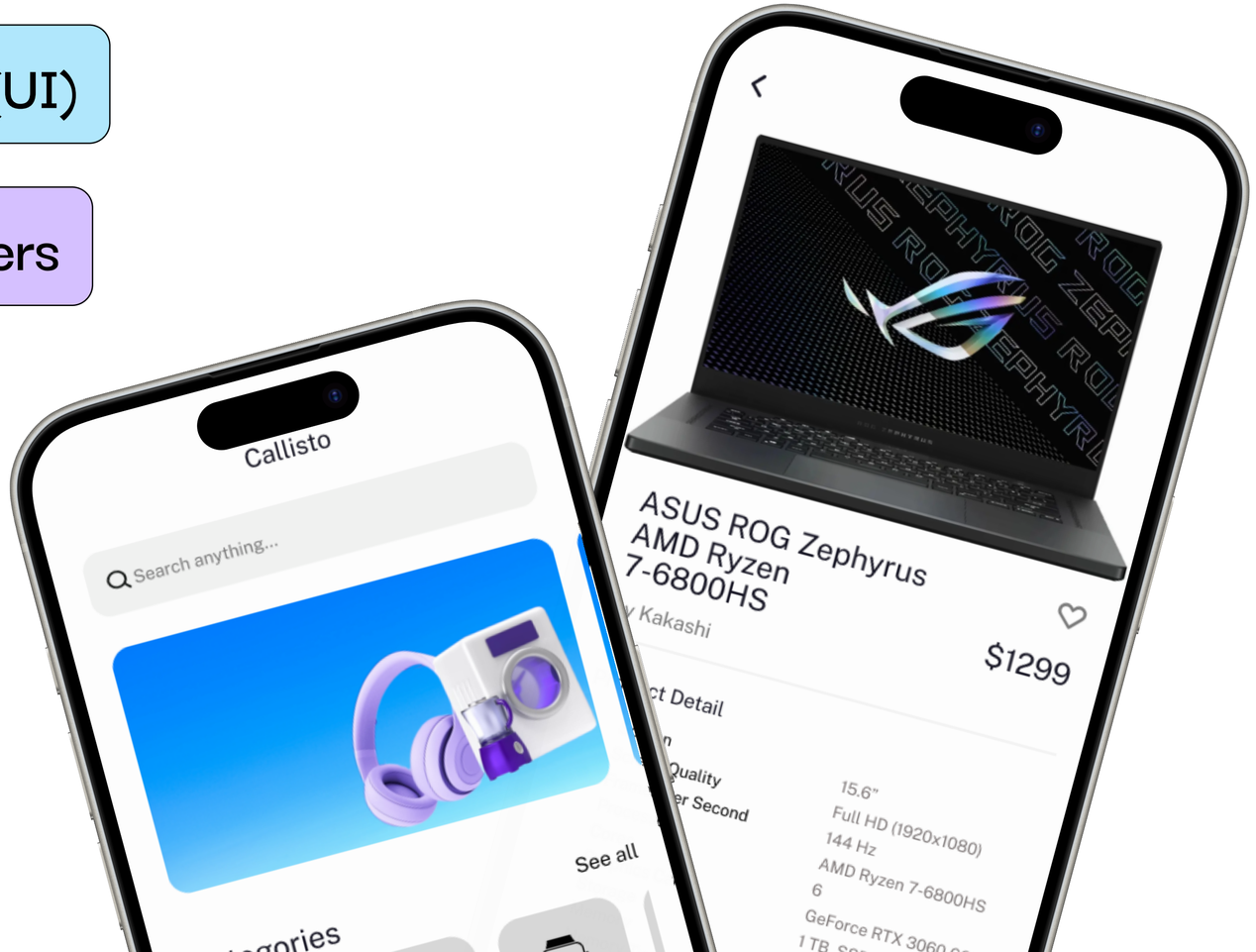
UX Research & Analysis

Wireframe & Prototyping

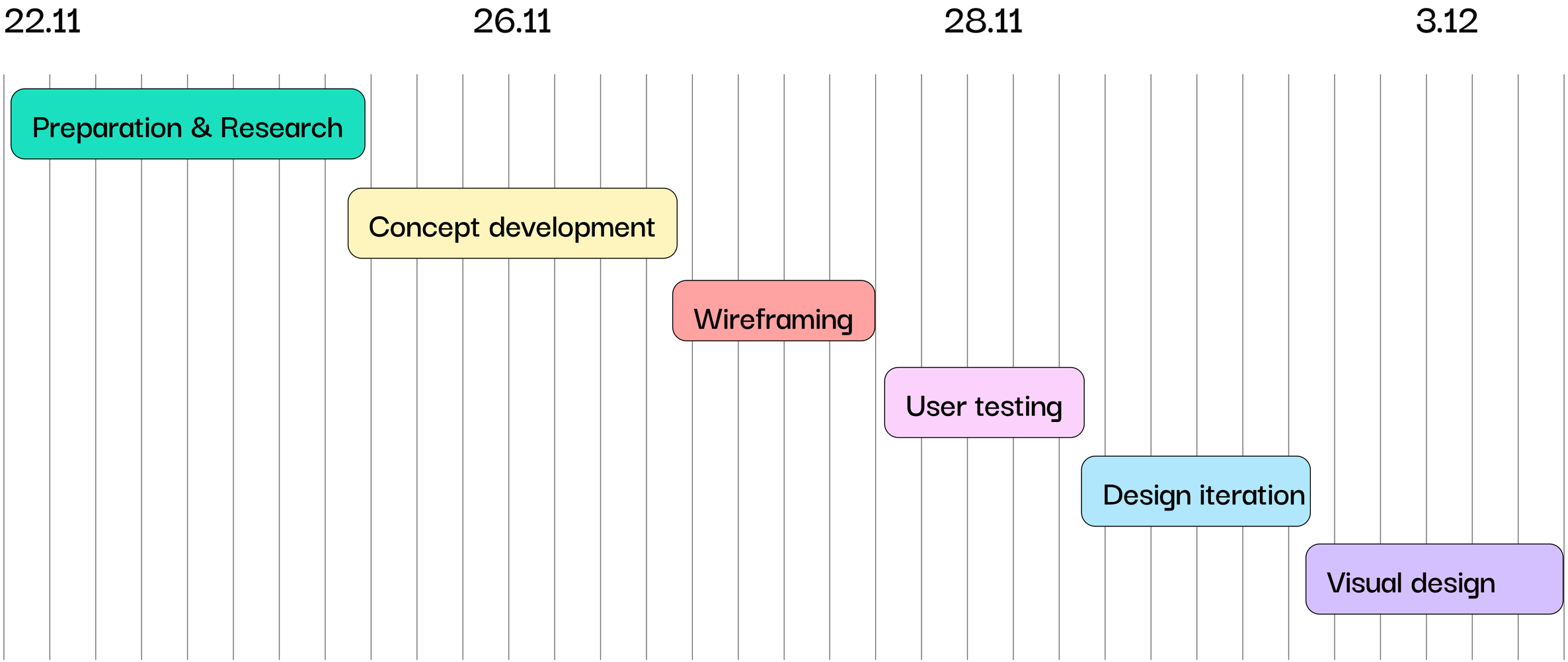
Visual Design (UI)

Testing & Iterating

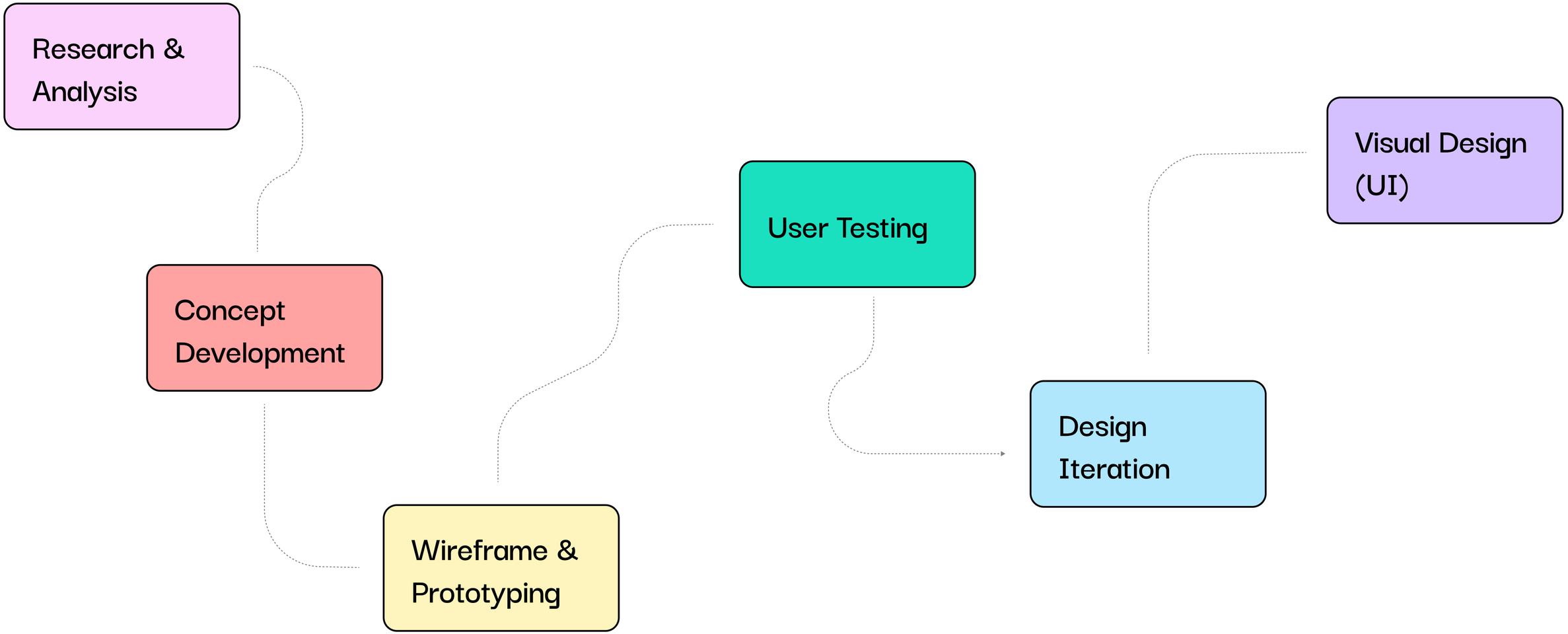
Collabroting developers



Timeline


22.11
26.11
28.11
3.12
Preparation & Research
Concept development
Wireframing
User testing
Design iteration
Visual design

Design Process



Define the Problem

🚨

A problem

Customers often face challenges finding the right electronic devices that meet their specific needs, especially when browsing through multiple options online. This can lead to frustration and a poor shopping experience.

🌎

Problem context

Users may struggle with:

- Comparing features across different devices.
- Understanding technical specifications in a user-friendly way.
- Limited access to reliable reviews or recommendations.
- Unavailability of personalized recommendations or guidance.
- Concerns about product authenticity and pricing.

Goals to solve

- Simplify electronic device purchasing
- Enhance shopping confidence
- Selecting variety of electronic devices in one app
- Make easy payment section
- Make booking section

Empathy Map

Says

I should have chose another app to buy the product i wanted, instead of wasting time and effort.

The app does not have easy comparable price section, which made it hard for me to get the best price-friendly laptop.

Feels

Disappointed (could not get the outcome he wanted)

If I did not have someone told that i might encounter this kind of issue, I would not choose this app.

Thinks

If I did not have someone told that i might encounter this kind of issue, I would not choose this app.

Next time, I will probably try another app to get things i want.

Does

Seeks advice from friends or tech communities

I found it complicated to buy things by being fully aware of its facilities.

User Persona

Xurrambek Abdujabborov

student at University

> struggles with comparing models, unclear product details, and unreliable reviews.

Bio:

Xurrambek Abdujabborov is an 18-year-old undergraduate from Namangan, Uzbekistan, studying at a university outside his hometown. He's looking for a reliable laptop for his studies but struggles with comparing models, unclear product details, and unreliable reviews. Xurrambek values good post-purchase support and wants to make an informed, value-driven decision

Age: 18

Marital status: single

Education: Undergraduate

Personality traits:

- Talkative
- Optimistic
- Friendly
- Empathetic

🎯 Goals/Needs:

- Find the right product
- Make an informed decision

😣 Pain Points:

Price comparison issues

Uncertainty about product quality

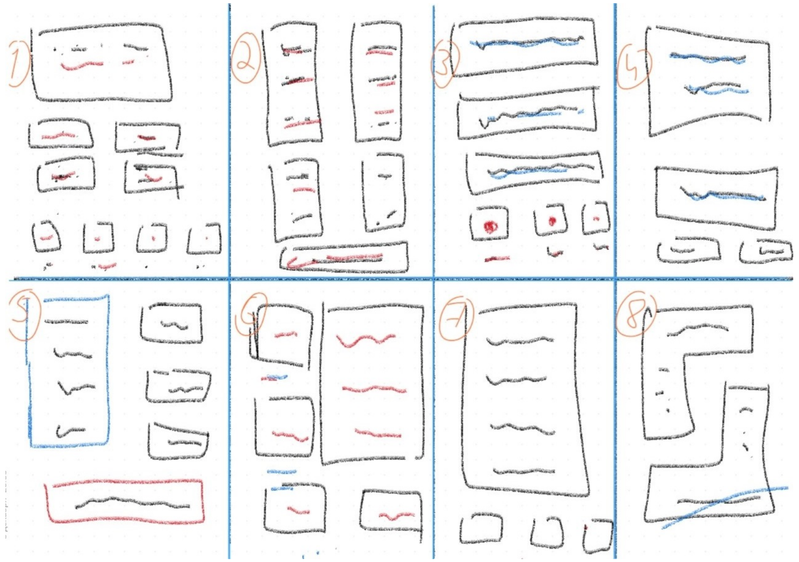
🙈 Frustration:

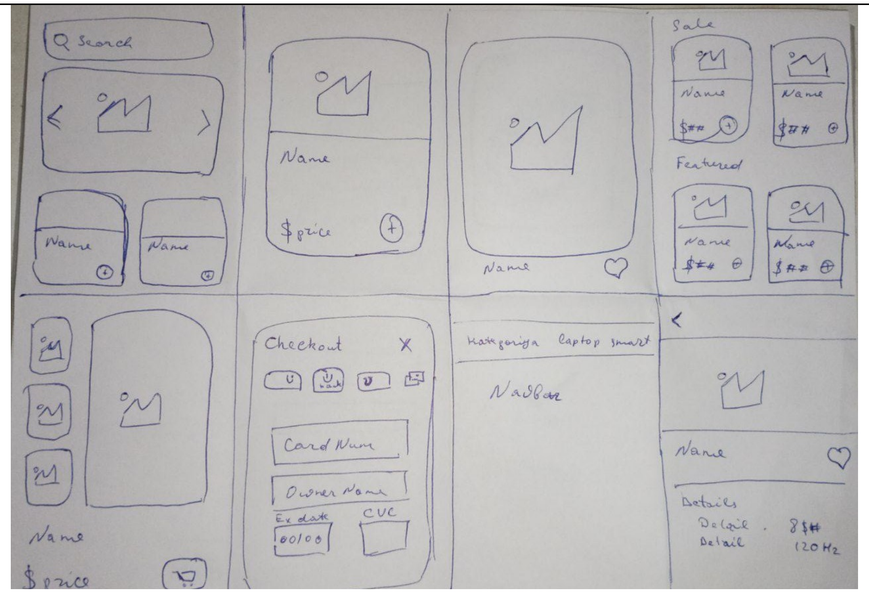
- When searching for laptops confused between laptop models
- Confusing product information

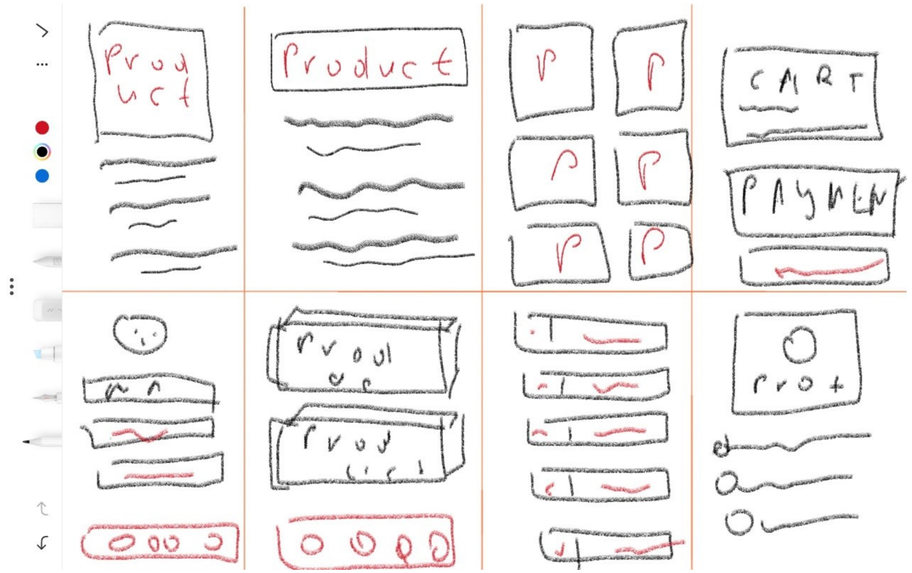
💪 Motivation:

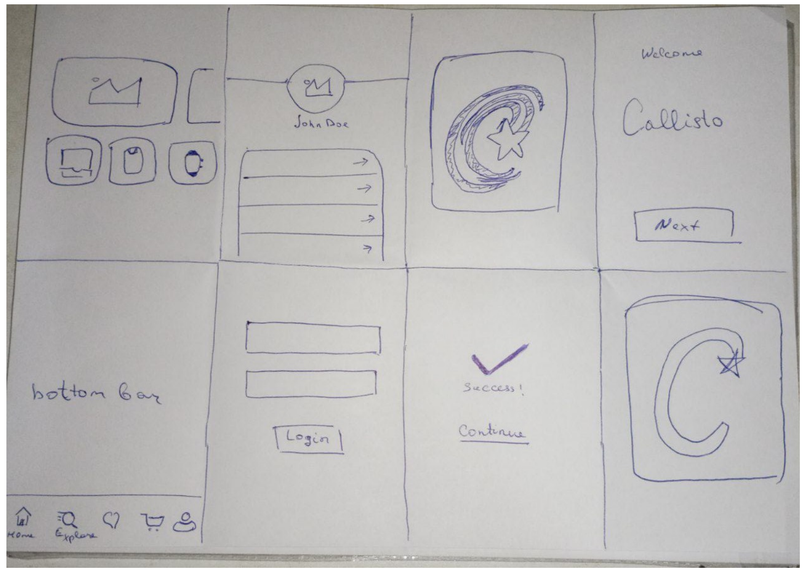
wants to make an informed, value-driven decision

User Ideation - Crazy 8s technique





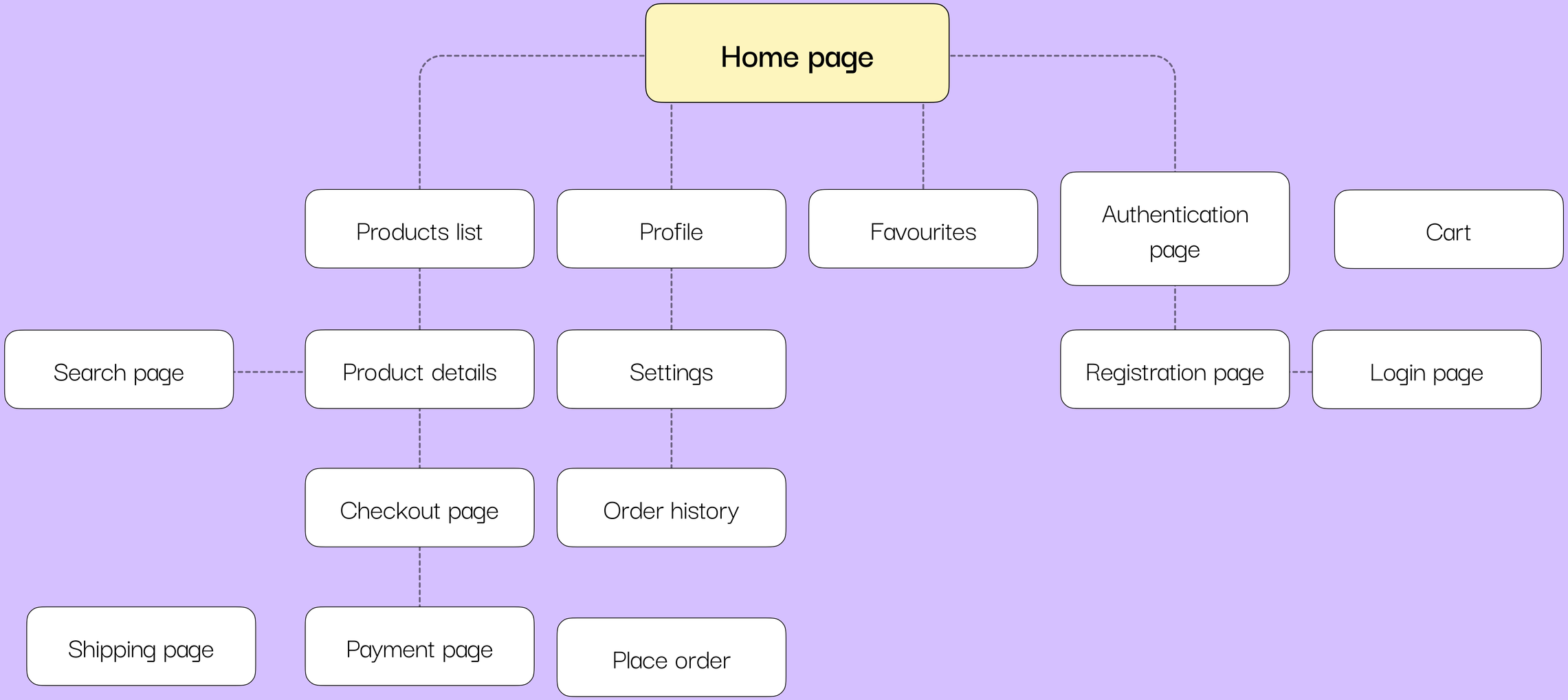




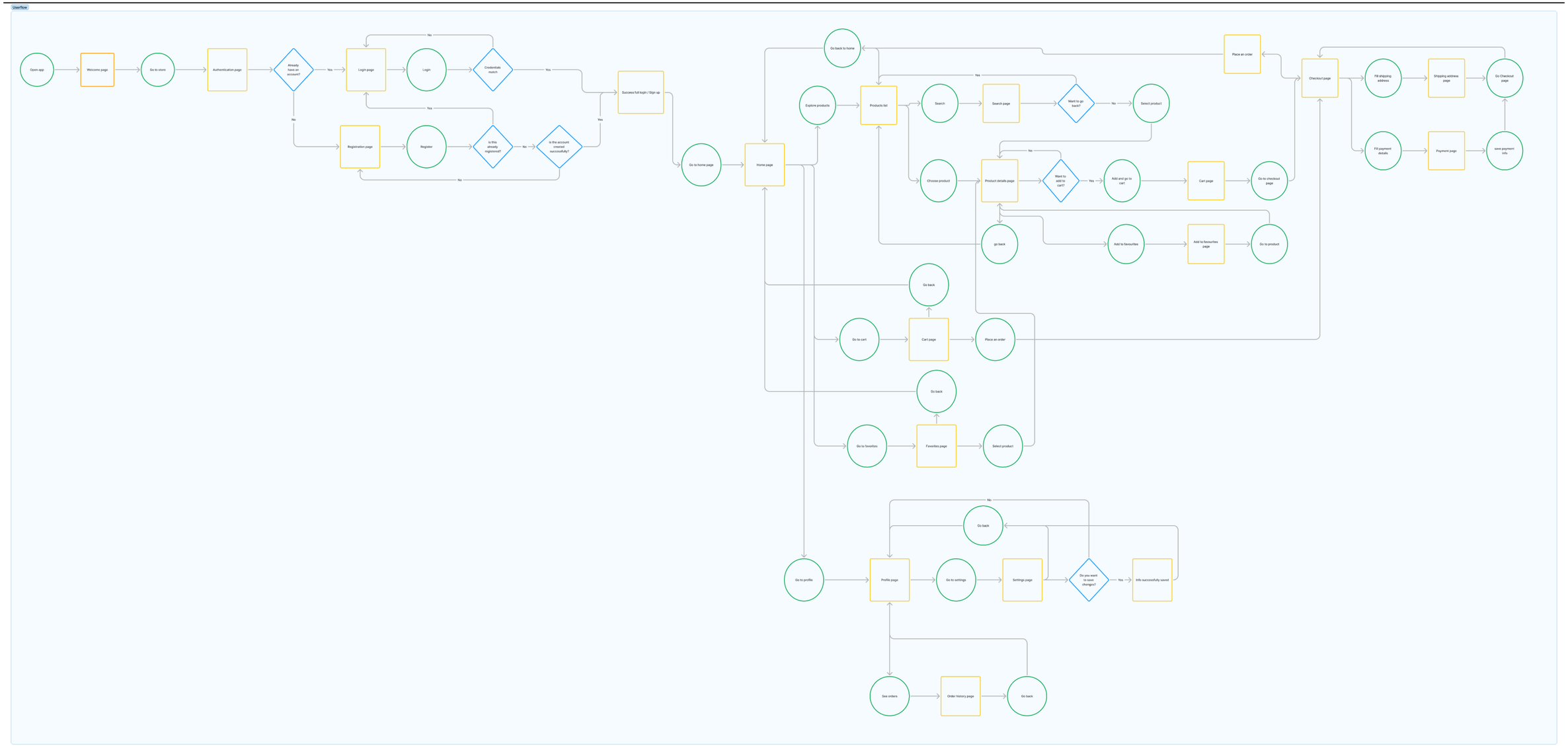
User Journey Map

Journey steps	Research Products	Compare Options	Make a Purchase
User action	Browses websites to find affordable laptops.	Compares laptops on multiple websites and checks reviews.	Attempts to check out and read terms and policies.
User goal	Identify cost-friendly and quality laptop options	Narrow down choices to two or three reliable options.	Successfully buy the chosen laptop without additional costs or confusion.
Thinking	"I need to find something that fits my budget and has good reviews."	"Which one is better? These reviews are inconsistent, and I'm not sure what's important."	"Why are these policies so complicated? Am I missing anything important?"
Feelings	🤔	😟	😤
Ideas	Provide a comparison tool to simplify browsing and highlight budget-friendly laptops.	Offer consistent, easy-to-understand reviews and clear feature comparisons.	Simplify policy descriptions, ensure transparency, and highlight total costs upfront

Information Architecture



User Flow


Userflow
Open app
Welcome page
Go to store
Authentication page
Already have an account?
Yes
No
Login page
Login
Credentials match
Yes
No
Registration page
Register
Is this already registered?
No
Is the account created successfully?
Yes
No
Yes
Success full login / Sign up
Go to home page
Home page
Go back to home
Explore products
Products list
Search
Search page
Want to go back?
Yes
No
Select product
Choose product
Product details page
Want to add to cart?
No
Yes
Add and go to cart
Cart page
Go to checkout page
go back
Add to favourites
Add to favourites page
Go to product
Go back
Go to cart
Cart page
Place an order
Go back
Go to favorites
Favorites page
Select product
Place an order
Checkout page
Fill shipping address
Shipping address page
Go Checkout page
Fill payment details
Payment page
save payment info
Go to profile
Profile page
Go to settings
Settings page
Do you want to save changes?
Yes
No
Info successfully saved
Go back
See orders
Order history page
Go back

Typography

Public sans

Inter

Light
Regular
Medium
SemiBold
Bold
ExtraBold

Typography Sizes

Inter

Light
Regular
Medium
SemiBold
Bold
ExtraBold

H1	**48/120**
H2	**32/120**
H3	**24px/120**
Body 1	16/120
Body 2	14/120

Typography Sizes

Public sans

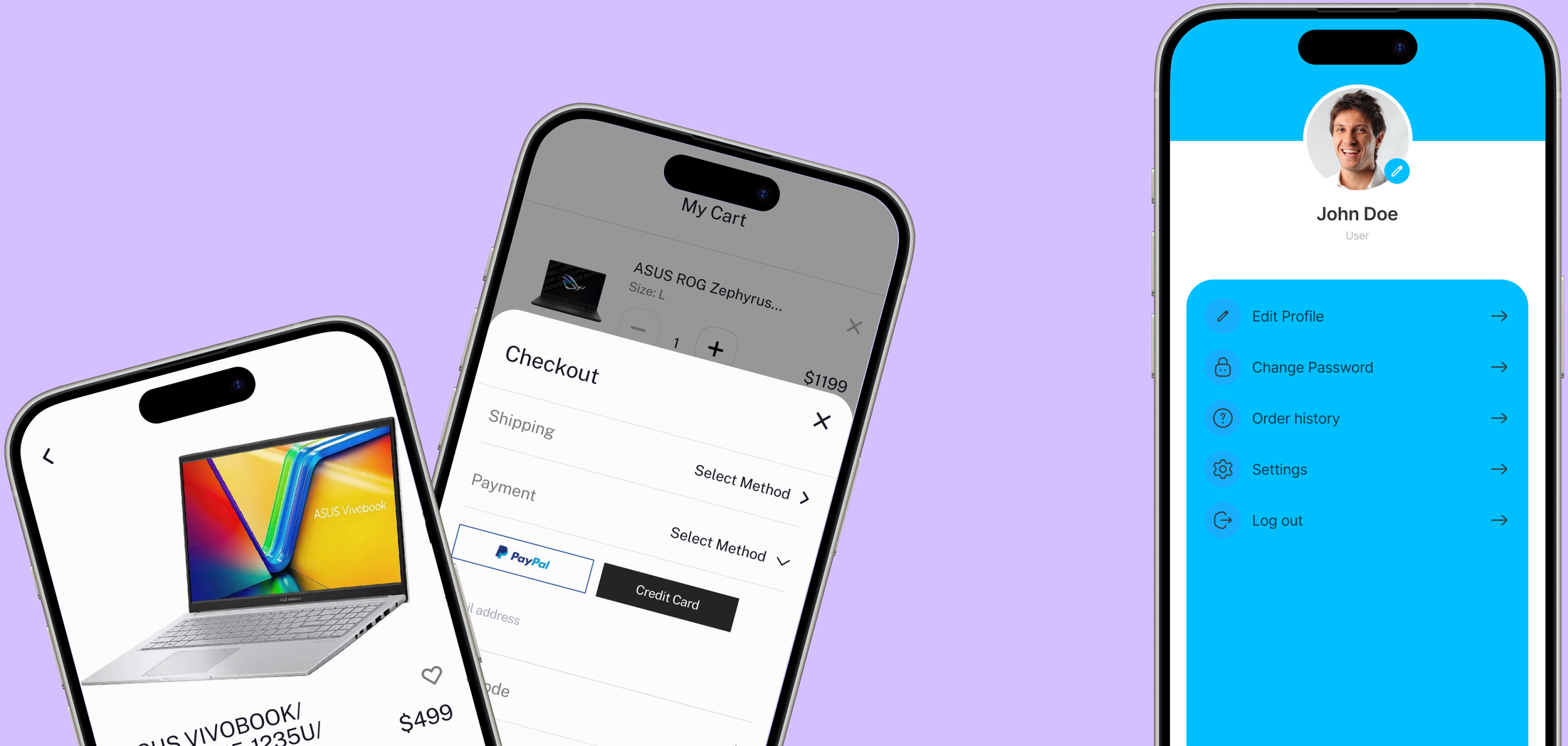
Light
Regular
Medium
SemiBold
Bold
ExtraBold

H1	**48/120**
H2	**32/120**
H3	24/120
Body 1	16/120
Body 2	14/120

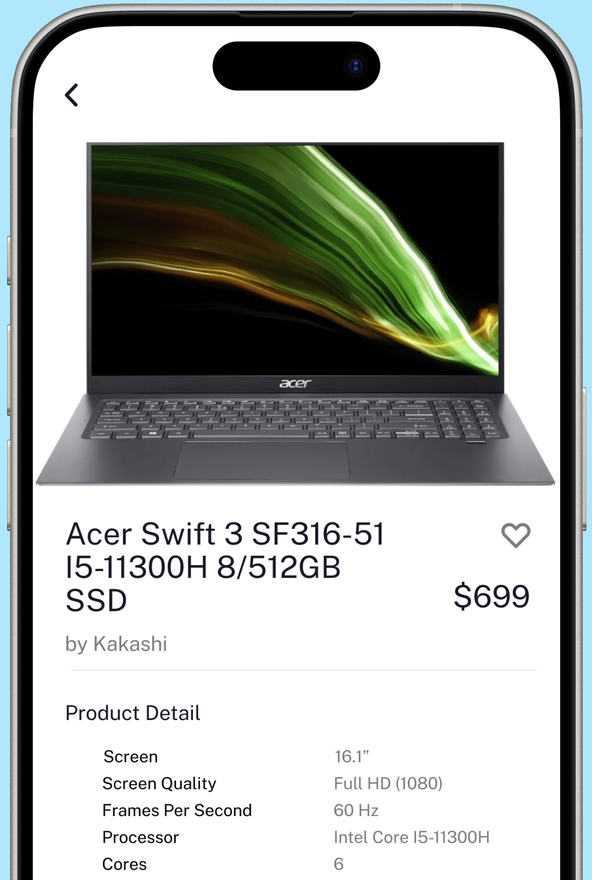
Color Palette

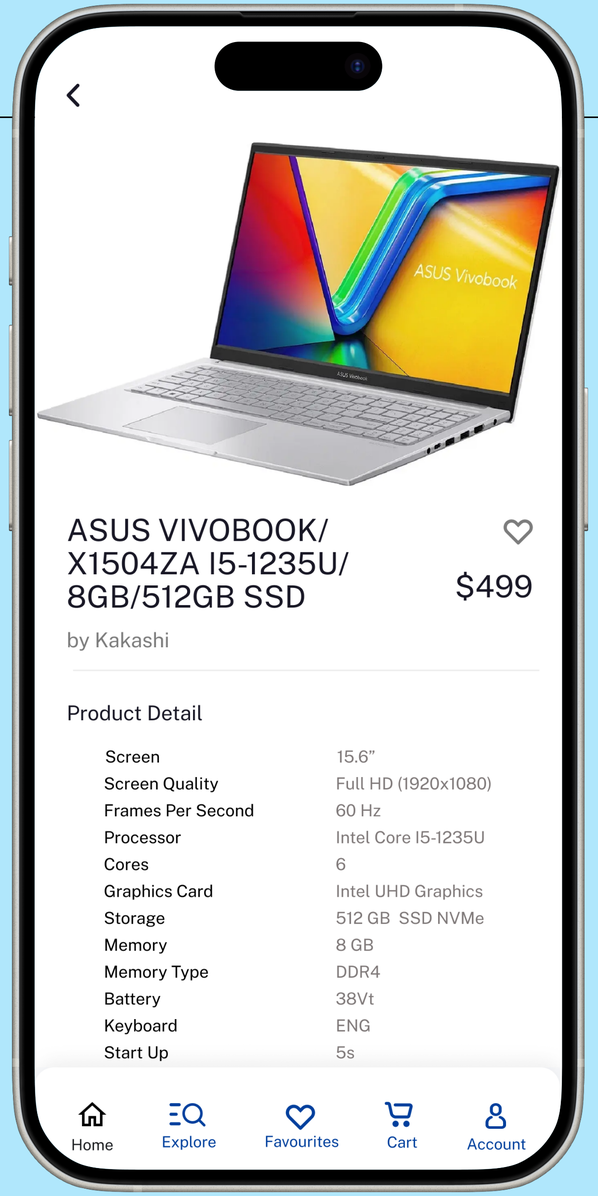
Pale blue #00BFFF	Dark blue #003F9D	White #FFFFFF	BG #EEEEEE	Gray #546E7A
		Black #000000		

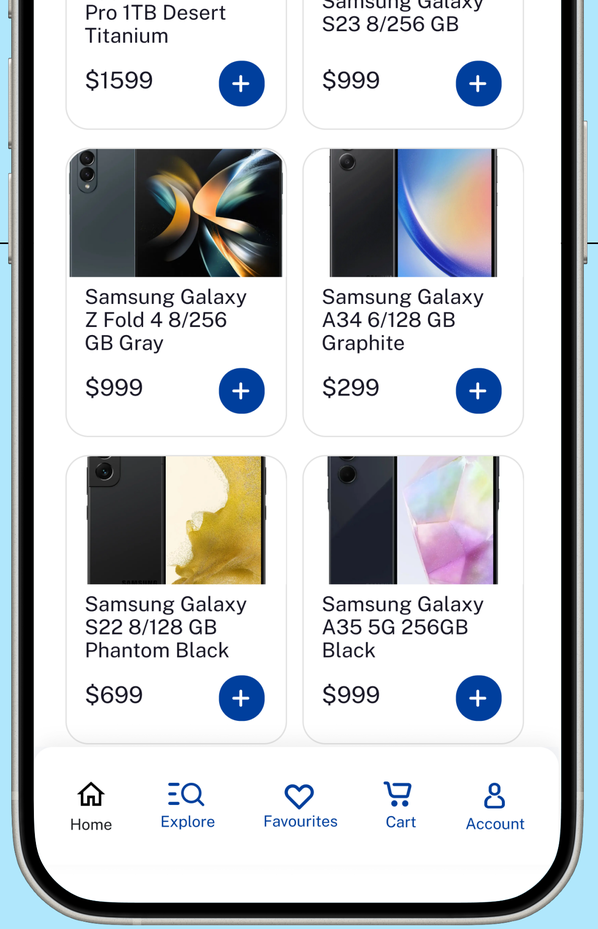
Visual (UIs)


ASUS Vivobook
$499
My Cart
ASUS ROG Zephyrus...
Size: L
1
Checkout
$1199
Shipping
Payment
Select Method
Select Method
PayPal
Credit Card
John Doe
User
Edit Profile
Change Password
Order history
Settings
Log out

Visual (UIs)


Acer Swift 3 SF316-51 I5-11300H 8/512GB SSD
$699
by Kakashi
Product Detail
Screen 16.1”
Screen Quality Full HD (1080)
Frames Per Second 60 Hz
Processor Intel Core I5-11300H
Cores 6


ASUS VIVOBOOK/ X1504ZA I5-1235U/ 8GB/512GB SSD
$499
by Kakashi
Product Detail
Screen 15.6”
Screen Quality Full HD (1920x1080)
Frames Per Second 60 Hz
Processor Intel Core I5-1235U
Cores 6
Graphics Card Intel UHD Graphics
Storage 512 GB SSD NVMe
Memory 8 GB
Memory Type DDR4
Battery 38Vt
Keyboard ENG
Start Up 5s
Home
Explore
Favourites
Cart
Account


Pro 1TB Desert Titanium
$1599
Samsung Galaxy S23 8/256 GB
$999
Samsung Galaxy Z Fold 4 8/256 GB Gray
$999
Samsung Galaxy A34 6/128 GB Graphite
$299
Samsung Galaxy S22 8/128 GB Phantom Black
$699
Samsung Galaxy A35 5G 256GB Black
$999
Home
Explore
Favourites
Cart
Account

Visual (UIs)

Callisto
Search anything...
Categories
Laptops
Smartphones
On sale
Home
Explore
Favourites
ell Anything Faster
he Callisto App
s and offers when you shop.
Log In
Sign Up

Usability test

Javlonbek				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
Prompt 1: Go to the registration page and fill the blank with your information	Welcome page-> registration page	Participant said no issues with logging in	Easy	1
Prompt 2: Pick a type of electronic device and choose a product.	Homepage-> list of products page	Participant said there is an issue with searching orders	He thinks app does not provide enough costumization	1
Prompt 3: Confirm booking of an electronic device, add to cart and complete checkout section.	Homepage->product details -> Checkout section	Participant said that he could not group products and could not cancel order.	He thinks ordering and canceling orders is not easy	1
Prompt 4: Complete payment section.	Homepage->product details -> Checkout section-> payment section	Participant said there is not issues with payment process section	Not sure	2
Prompt 5: From the home page, figure out where you would go to edit your profile.	Homepage->account page->edit profile page-> save	Participant couldn't find where profile editing page is located	Easy	1
Additional Notes: I guess everything is good.				

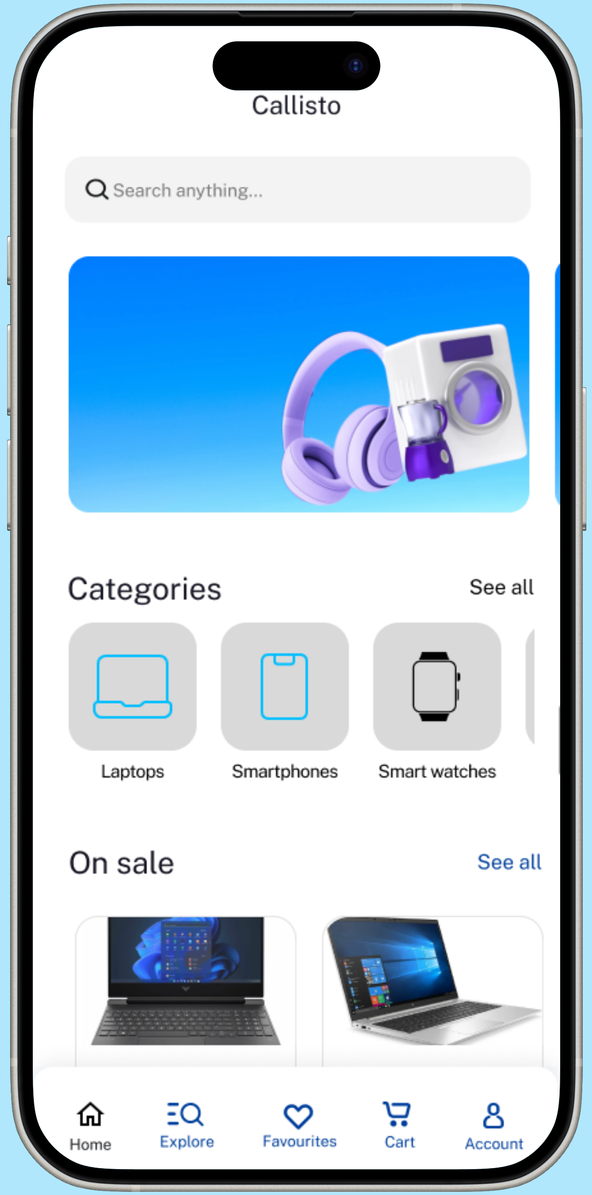
Usability test

Azamkhon				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
Prompt 1: Go to the registration page and fill the blank with your information	Welcome page-> registration page	Participant thinks that there should be costumisation of products and also users should be able to compare products	Overall good	1
Prompt 2: Pick a type of electronic device and choose a product.	Homepage-> product list page	Participant said there is limited products	Easy	1
Prompt 3: Confirm booking of an electronic device, add to cart and complete checkout section.	Homepage->category page->product details -> Checkout section	Participant said booking process is kind of intuitive	Easy	1
Prompt 4: Complete payment section.	Homepage->product details -> Checkout section-> payment section->success page	Participant thinks that payment process was easy	No issues	1
Prompt 5: From the home page, figure out where you would go to edit your profile.	Homepage->user profile page->settings page-> save	Participant thinks that editing is not easy.	Not bad	2
Additional Notes: Overall app is super easy to use and need some improvements in product details page.				

Usability test

Jamoliddin				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
Prompt 1: Go to the registration page and fill the blank with your information	Welcome page-> registration page	Participant thinks that there should be costumisation of products	Overall good	1
Prompt 2: Pick a type of electronic device and choose a product.	Homepage-> product list page	Participant said there is limited products	easy	1
Prompt 3: Confirm booking of an electronic device, add to cart and complete checkout section.	Homepage->category page->product details -> Checkout section	Participate says it was super easy.	No issues	1
Prompt 4: Complete payment section.	Homepage->product details -> Checkout section-> payment section->success page	Participant thinks that payment process was easy	Not sure	2
Prompt 5: From the home page, figure out where you would go to edit your profile.	Homepage->user profile page->settings page-> save	Participant thinks that editing is not easy.	Not bad	1
Additional Notes: There should be change in design.				

Conclusion



- **Simple design. Needs some improvement**
- **No feature for comparing device.**
- **Need improvement in checkout and payment pages**

All the resources

Thank you for your attention!