

Yeebo

Redesigned

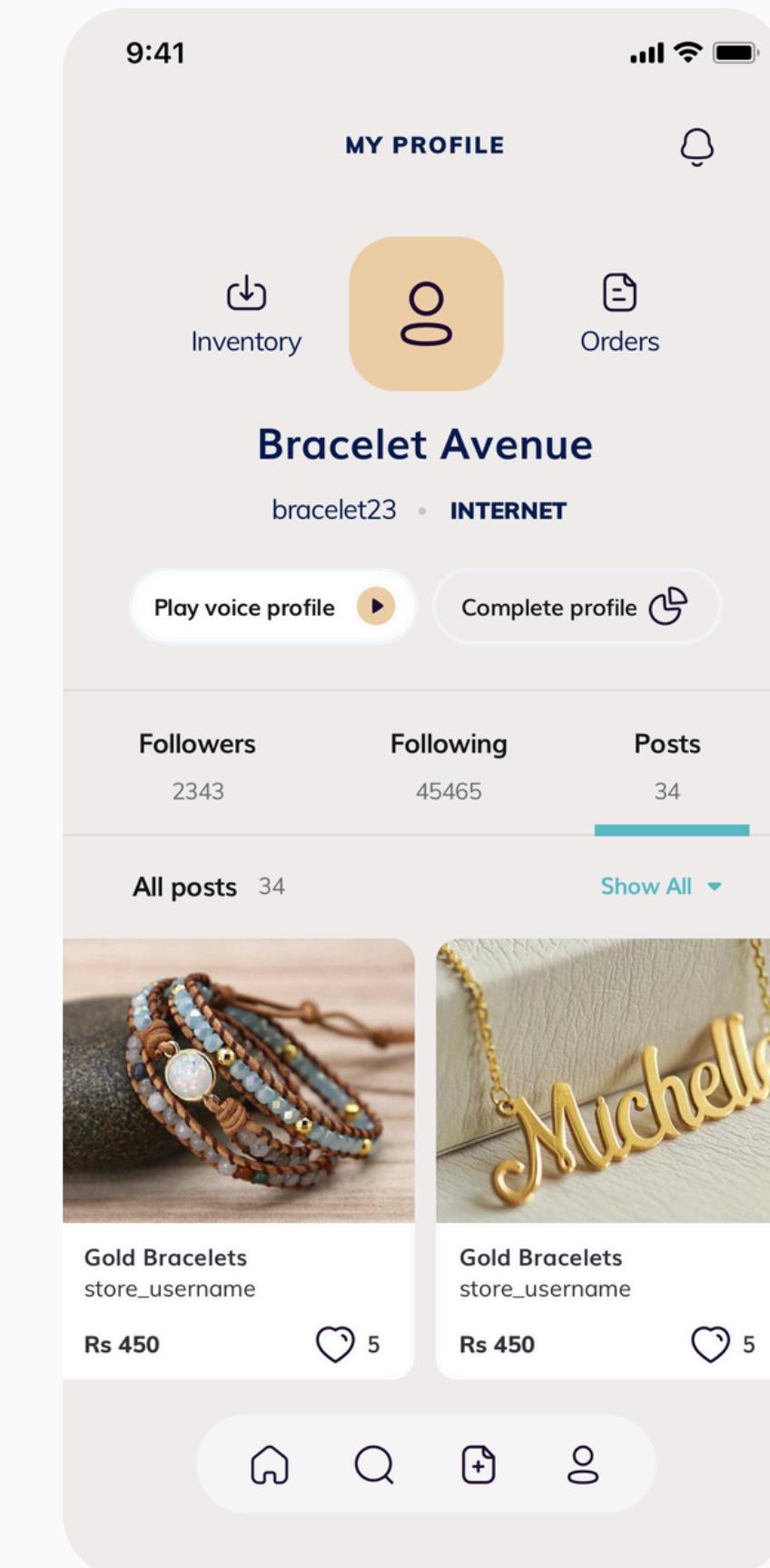
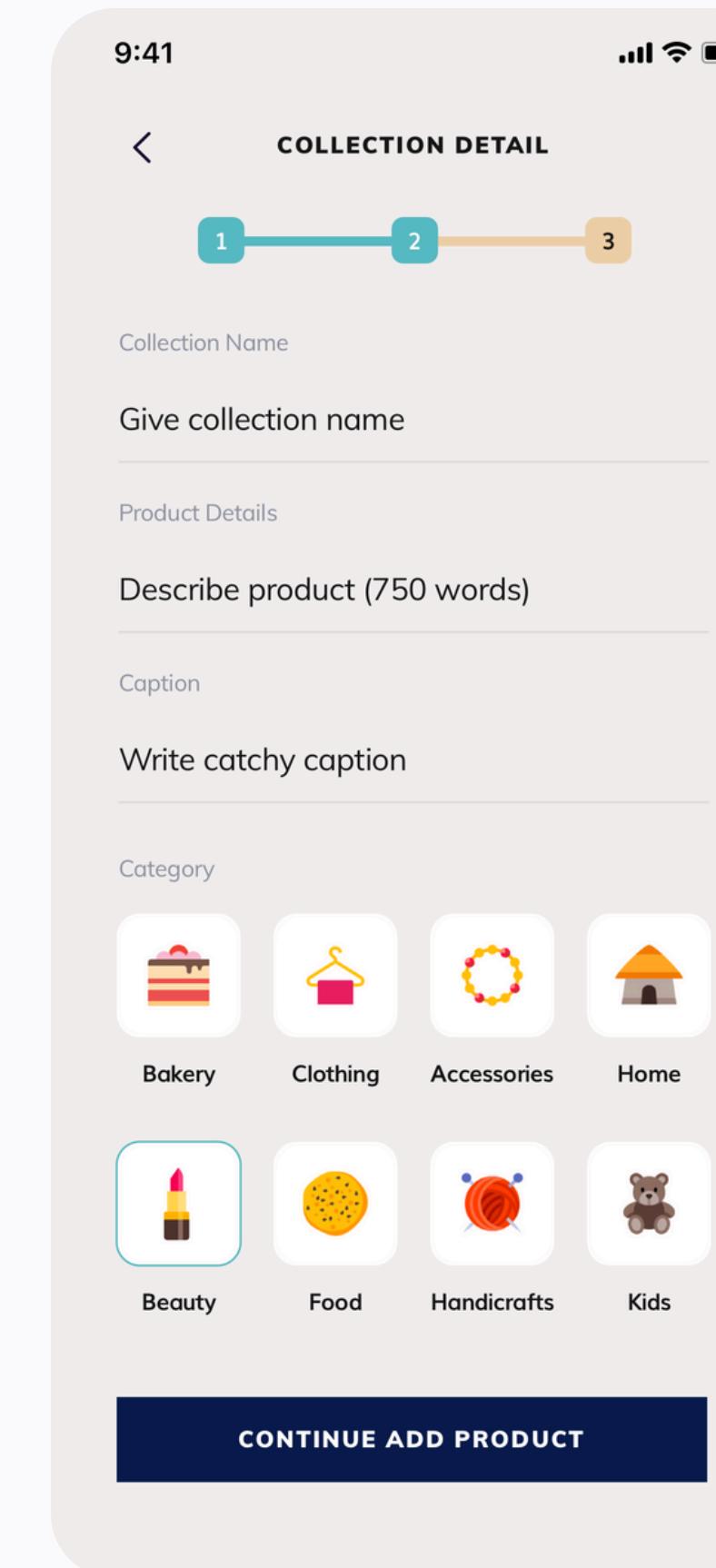
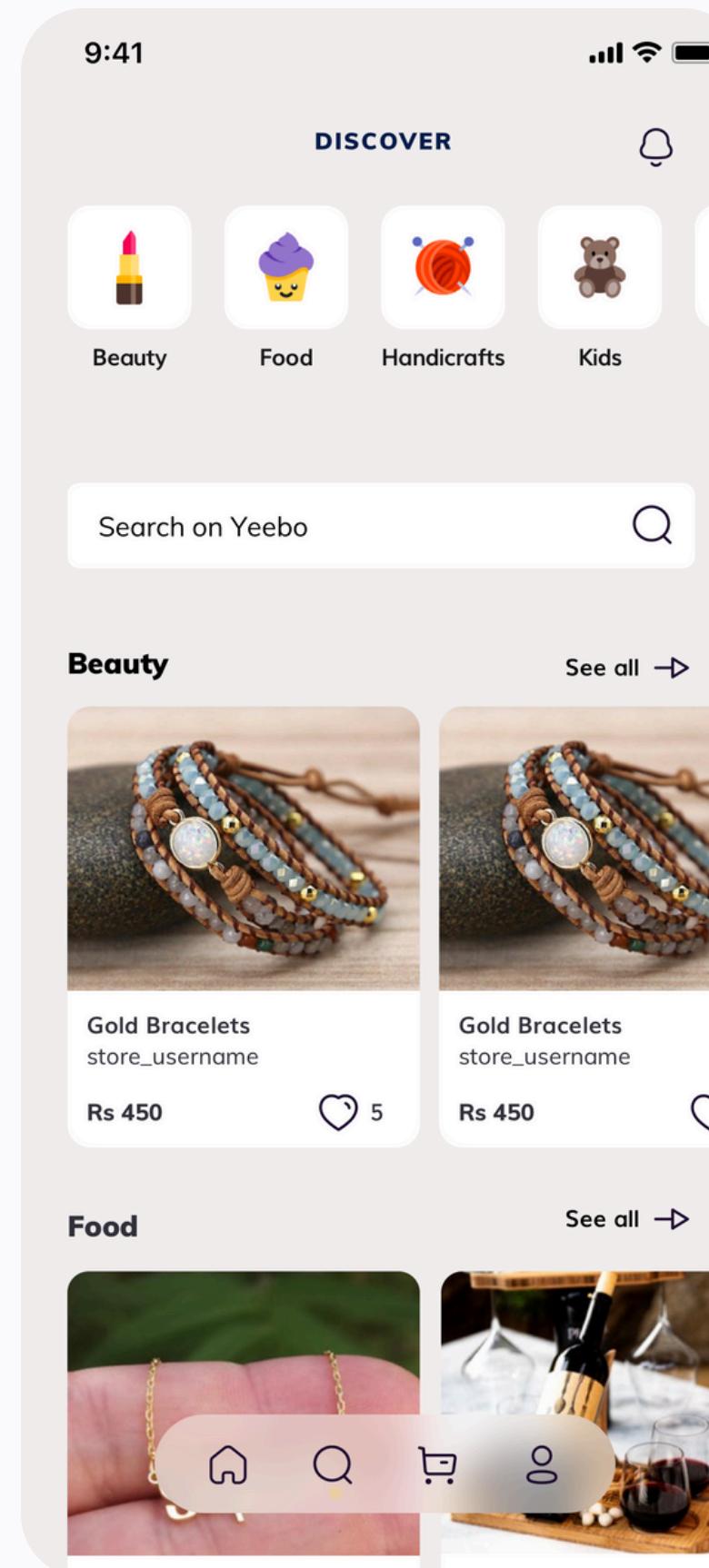
Problem: Design the shopping and selling experience for e-commerce app

To increase trust, better flow, taking care of all use cases.

Epics & user behaviours

Yeebo Project UX & Behaviours

	A	B	C	D	E
1	Theme / Page	Elements (Added from Docs)	Screen (in Flow PDF)	Remarks /Feedback	Behaviours
2	Home	Post: Username, Logo, Item name, Price range, Caption, Follow Button	Home	Style reconsideration: Setting default background, border, shadow	Should feel like tappable and because its a video, the look and feel can be in form of rectangle and round corners
3		Buttons underneath video: Like, Cart, Info		Ensure one base style for all cards to maintain consistency	Button variant - Each visual type to represent button structure e.g. primary and secondary buttons
4		Info Button: Opens up new page with following: Pictures listed in the video, Delivery Methods, Item name, Description Pictures: Price, Size		Spacing and Padding to demarcate the different types of content	Visual hierarchy will reduce the cognitive load.
5		Cart Button: Opens Product : Picture, Price and Size		Adding a cart button should ideally gives an instant feedback that the product has been added and so the user can continue do the shopping.	Better button copy - Instructional text that details what will happen if you click the button, Button States
6		Username Pressed : Opens new page with seller profile - same as 'Me' page for seller		Because the focus should be more on buying, the username thumbnail should ideally be made smaller so that user can perform the primary action on this particular screen which is product exploration.	Should give a feel of immersive experience as distraction-free interfaces can greatly increase user engagement.
7	Discovery	Search button	Discover	Enhance the search functionality	Input field - A clear container for a user to start typing in
8				Need to include the placeholder text or labels to suggest examples of what to search for	Inform and navigate users by showing them what all they can achieve by doing a particular task
9				Quick links, autocomplete and suggestions with submit search button	With enough data from the user, we can collect quick links and suggestions based on their previous searches to streamline their search
10		Emojis for each category: Bakery, Clothing, Accessories, Home, Beauty, Food, Handicrafts, Kids		Illustrations should be used as per according to the theme, this is a good opportunity to show the brand personality	In discovery phase, the mix of less cognitive tasks and high variability creates the habit of scrolling. The main categories like beauty, food etc can have sub categories to help user.
		Post cells scroll for each category: cells have			Scope of gamification here for eg if user explored more than 3 categories, we can give him or her the



Team communication via slack

#app-design ★

Add a topic

Ikshita Puri 1:22 PM

Looks good radhika!

November 5th, 2020

✓ ⏱️ 🙌 😊 💬 ➡️ 📁 :

Radhika Dutt 1:35 PM

Glad you asked. Generally, in added to cart interaction the main goal is to just tell the user that the product has been added to the cart without obstructing his main action which is scrolling or exploring more products. Companies like amazon use 'Haptic Feedback' for this. Popup is a quick solution but we should avoid popups as many as can.

So 3 things combined you can develop:

When an item is added to the cart:

- 1) a pulse effect on the shopping cart icon.
- 2) And increase cart items count.
- 3) With haptic feedback

<https://developer.apple.com/design/human-interface-guidelines/ios/user-interaction/haptics/>

developer.apple.com

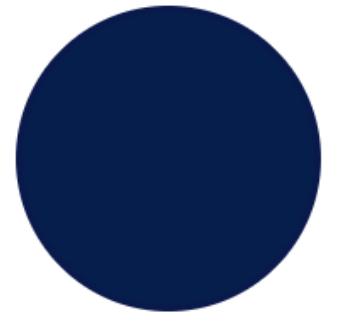
Haptics - User Interaction - iOS - Human Interface Guidelines - Apple Developer

Learn about designing apps for iOS.

Radhika Dutt 1:41 PM

Hope this answers your question.

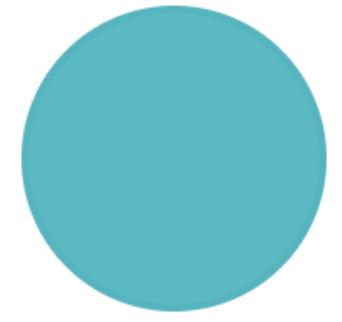
Colors



Downriver

#0A1D4D

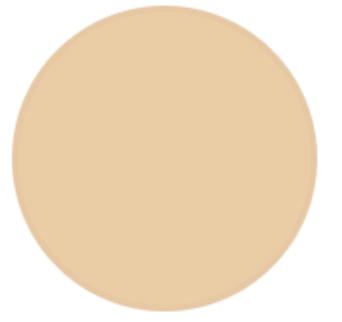
10, 29, 77



Fountain Blue

#59BAC3

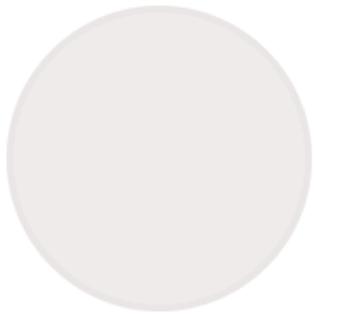
89, 186, 195



Pancho

#EFD0A9

239, 208, 169



Ebb

#F1EEEE

241, 238, 238

Buyer/Seller Sign Up

With simplicity in mind but with better form structure.

Messaging will change accordingly.

9:41

● ● ● ● ●

Close

Sign up!

Create an account to continue shopping!

Email

email@email.com

Username

username ✓

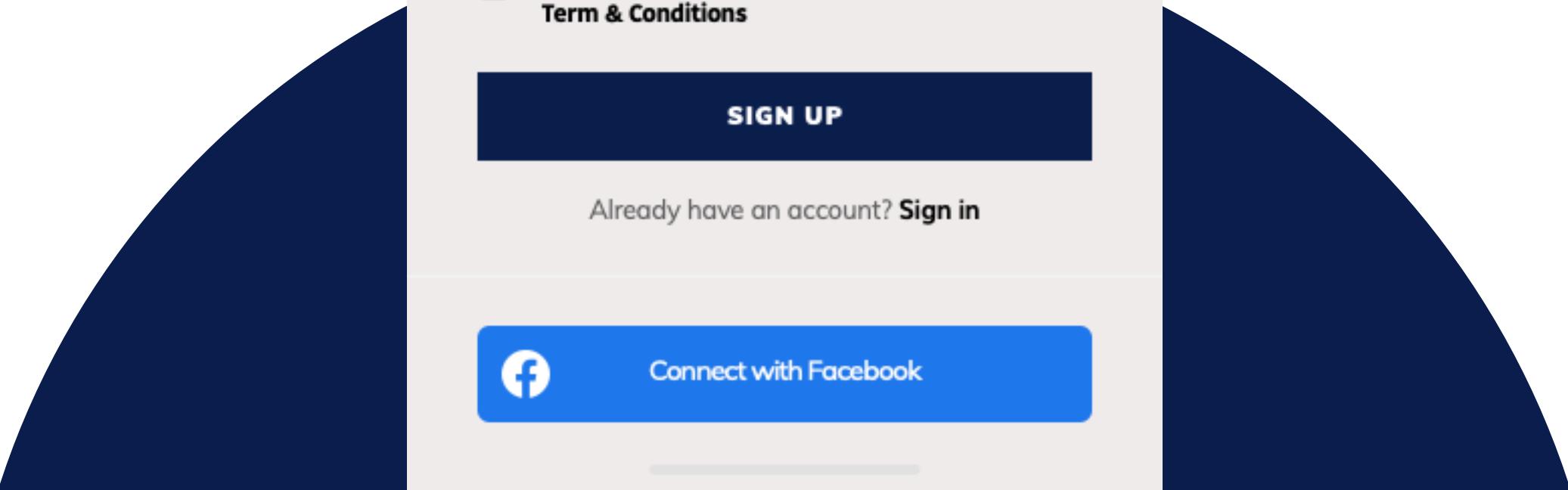
Password

••••••••

By creating an account, you agree to our [Term & Conditions](#)

Already have an account? [Sign in](#)

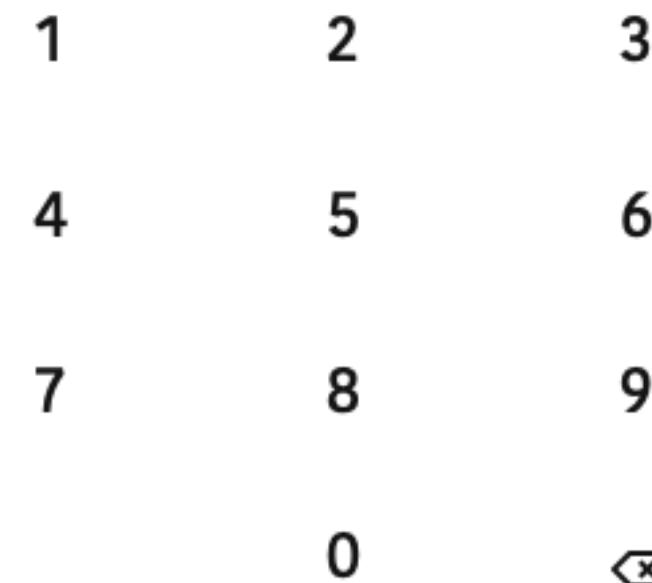
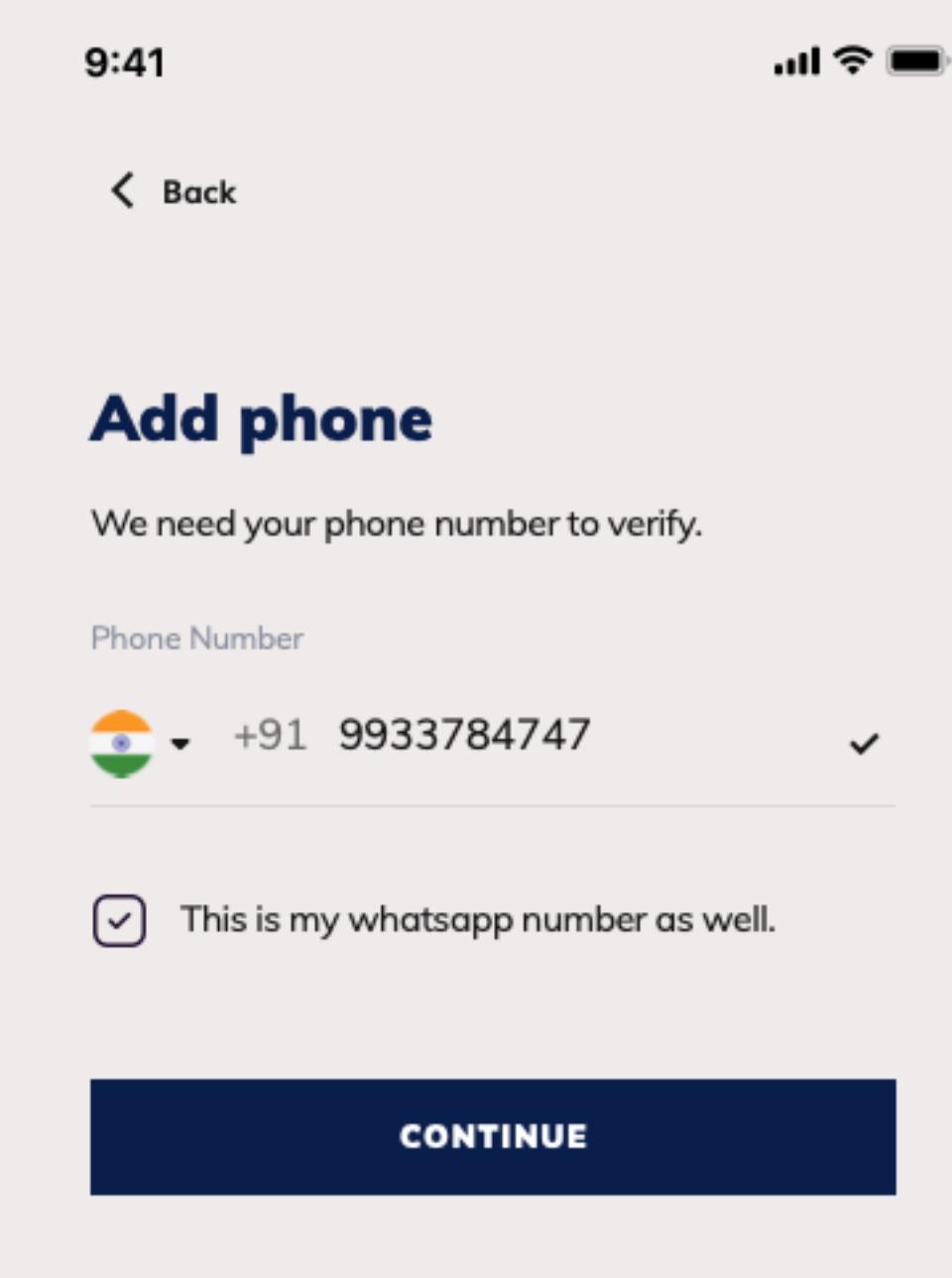
 Connect with Facebook



Add phone

The numeric keyboard will automatically open.

Reduced one screen by combining the whatsapp tick element.



OTP

Close functionality, it will take back to the previous screen

9:41



(X) Close

OTP Authentication

Enter authentication code which has been sent to (+91) 9993483343

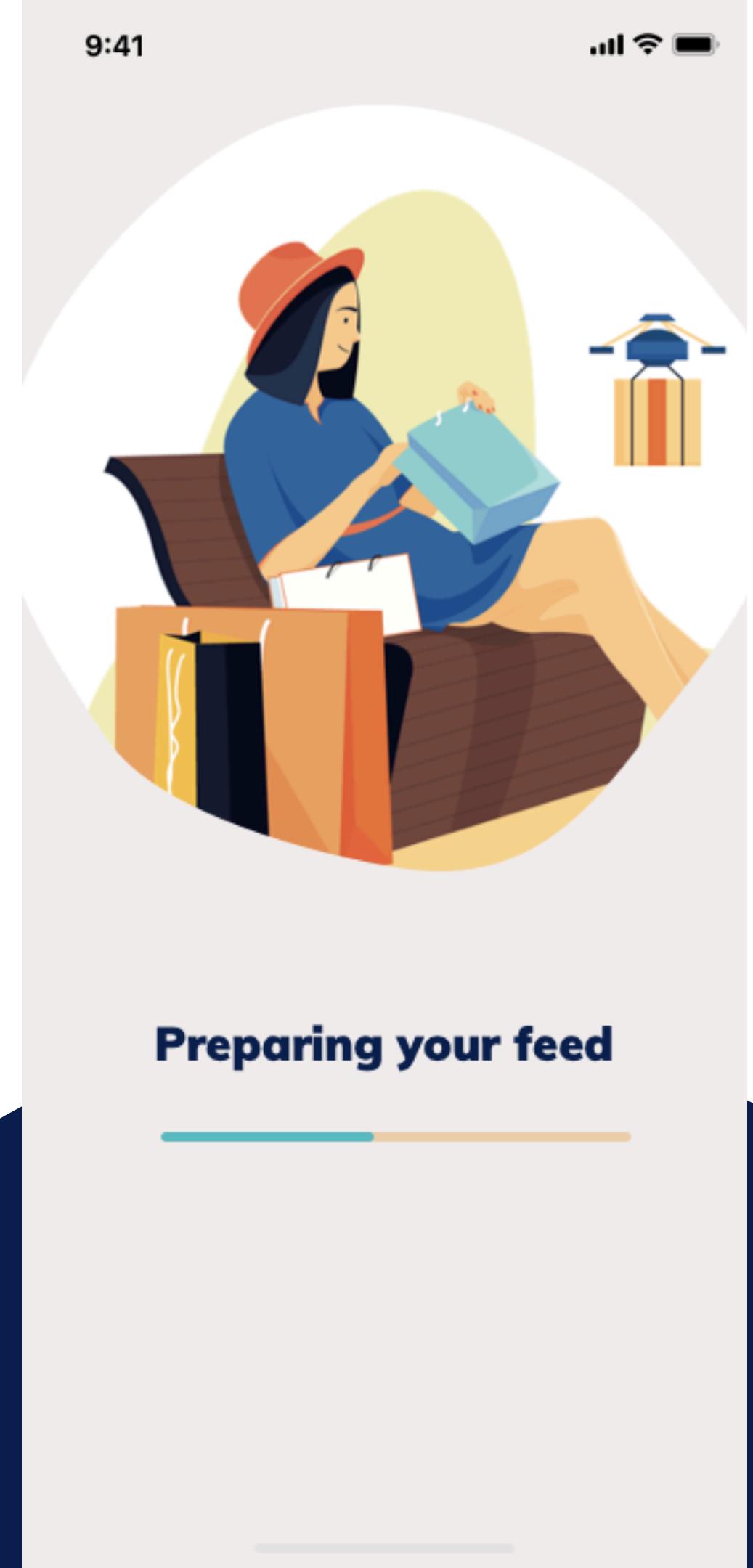
6 8 4

CONTINUE

1 2 3
4 5 6
7 8 9
0 ⌂

Loader

This loading catchy screen is a substitute of the normal loader.



Home

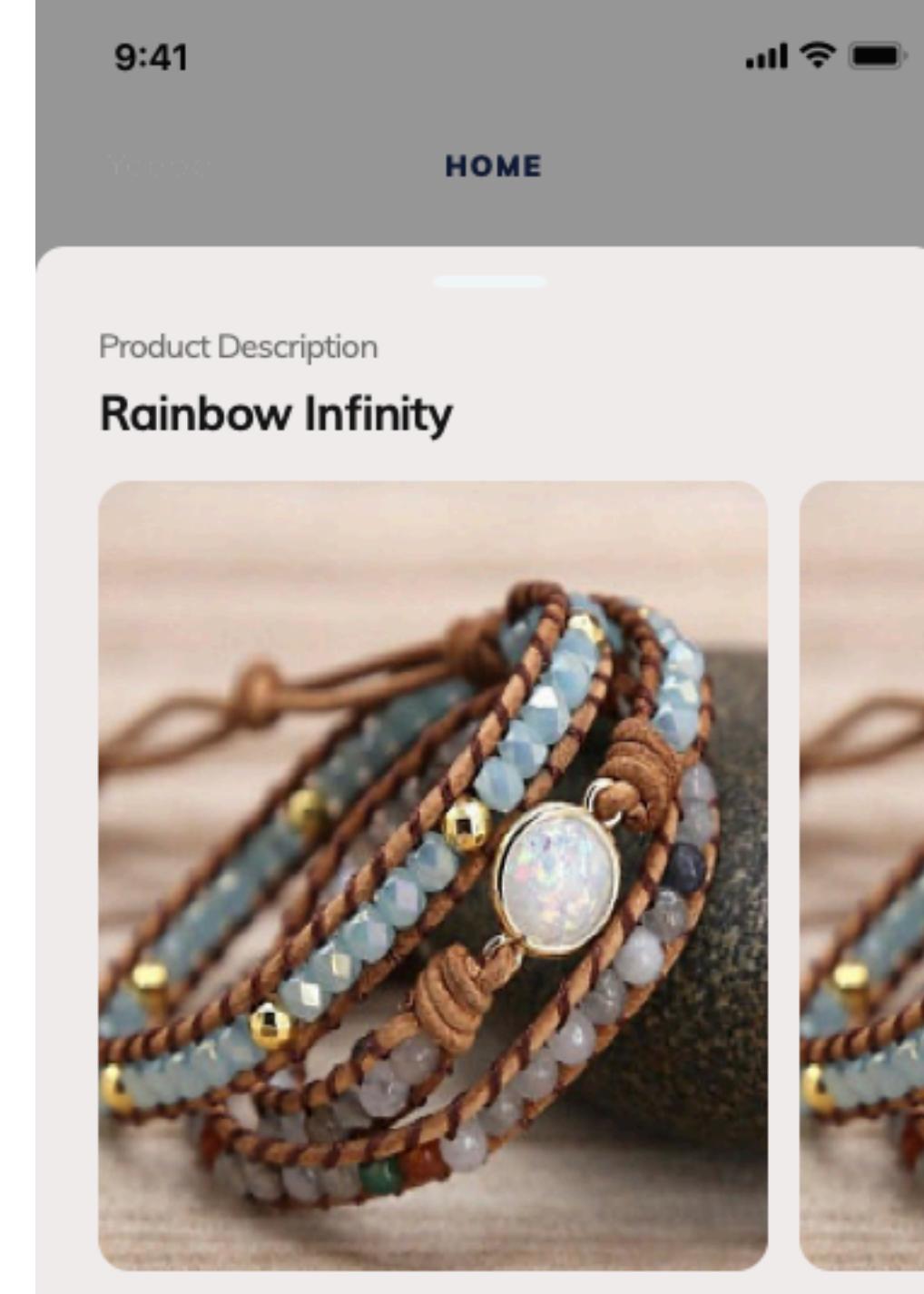
Video cards with rounded edges.
Complementing Yeebo blue with
green secondary colour.
Floating navigation.



Description

Read more will open description at the same page as bottom sheet.

This ensures quick glance.



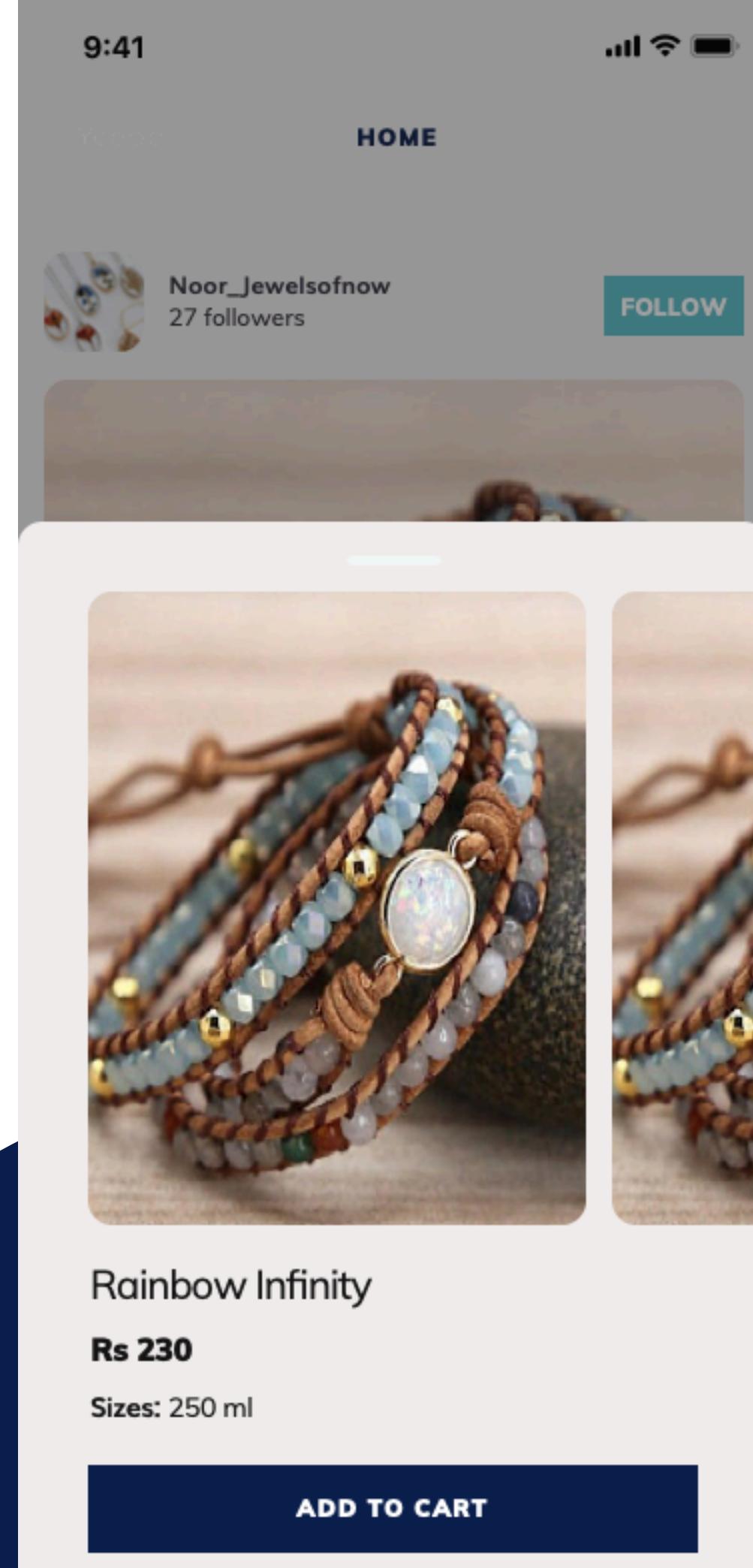
DELIVERY METHODS

Delivery provided

A bracelet is an article of jewellery that is worn around the wrist. Bracelets may serve different uses, such as being worn as an ornament. When worn as ornaments, bracelets may have a supportive function to hold other items of decoration, such as charms.

Add to cart

Although add to cart quickly adds in the cart section, this quick bottom up can be introduced where there are different types of sizes etc.

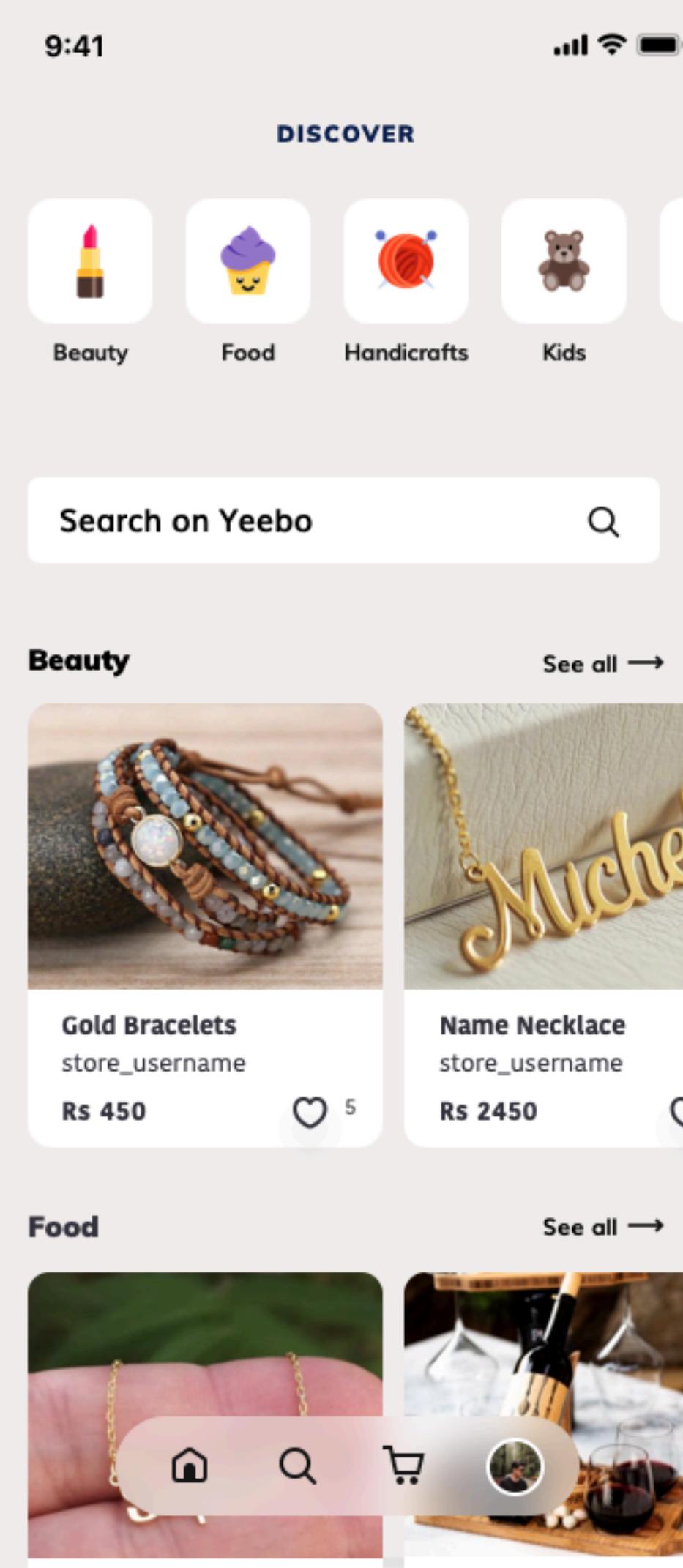


Discover

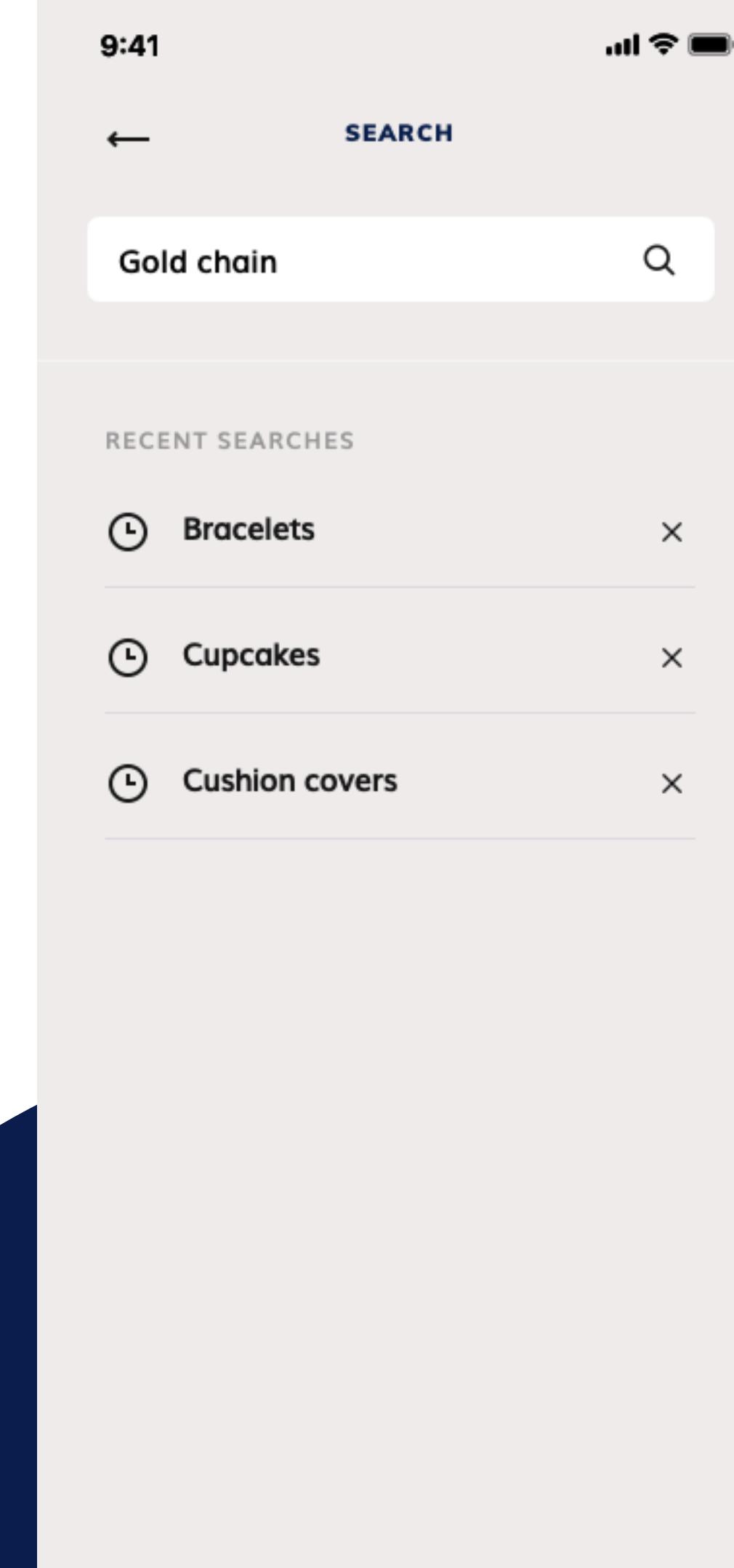
More vibrant icons.

More visible search bar.

Card style to signify scrolling
and clickable in nature.

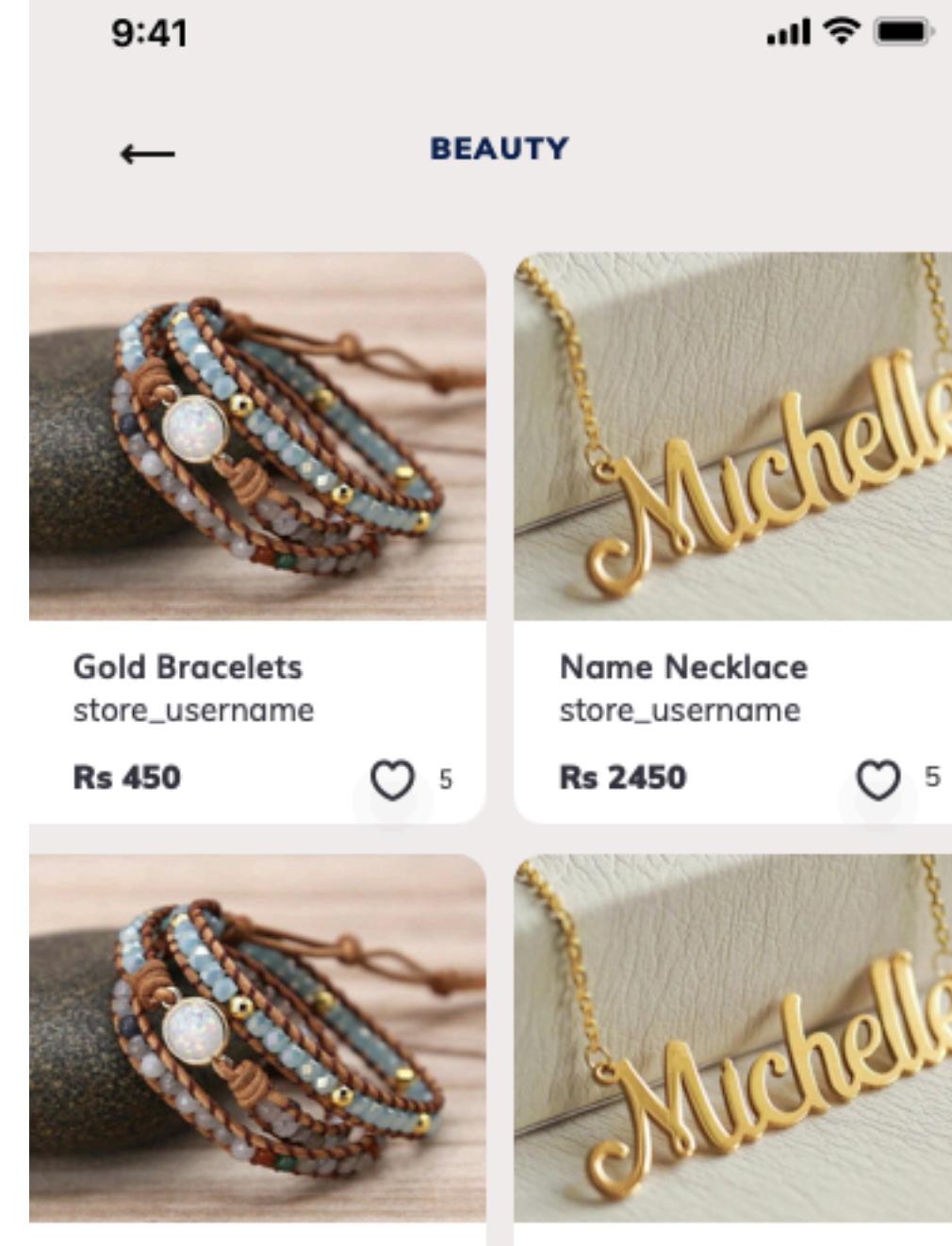
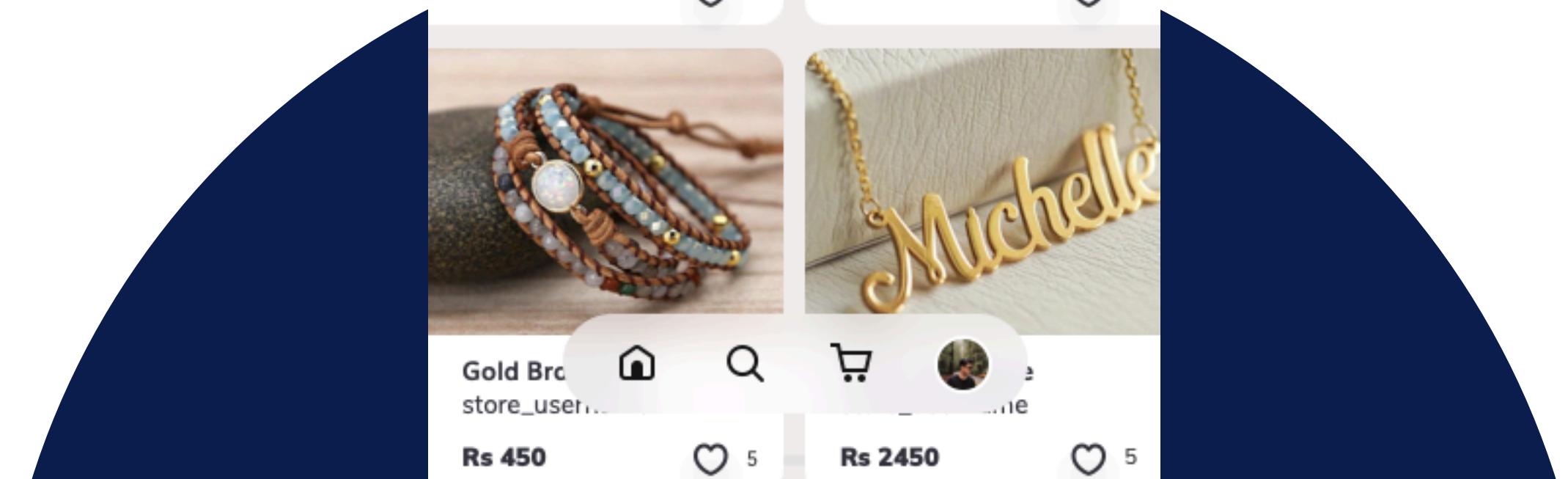


Search Page



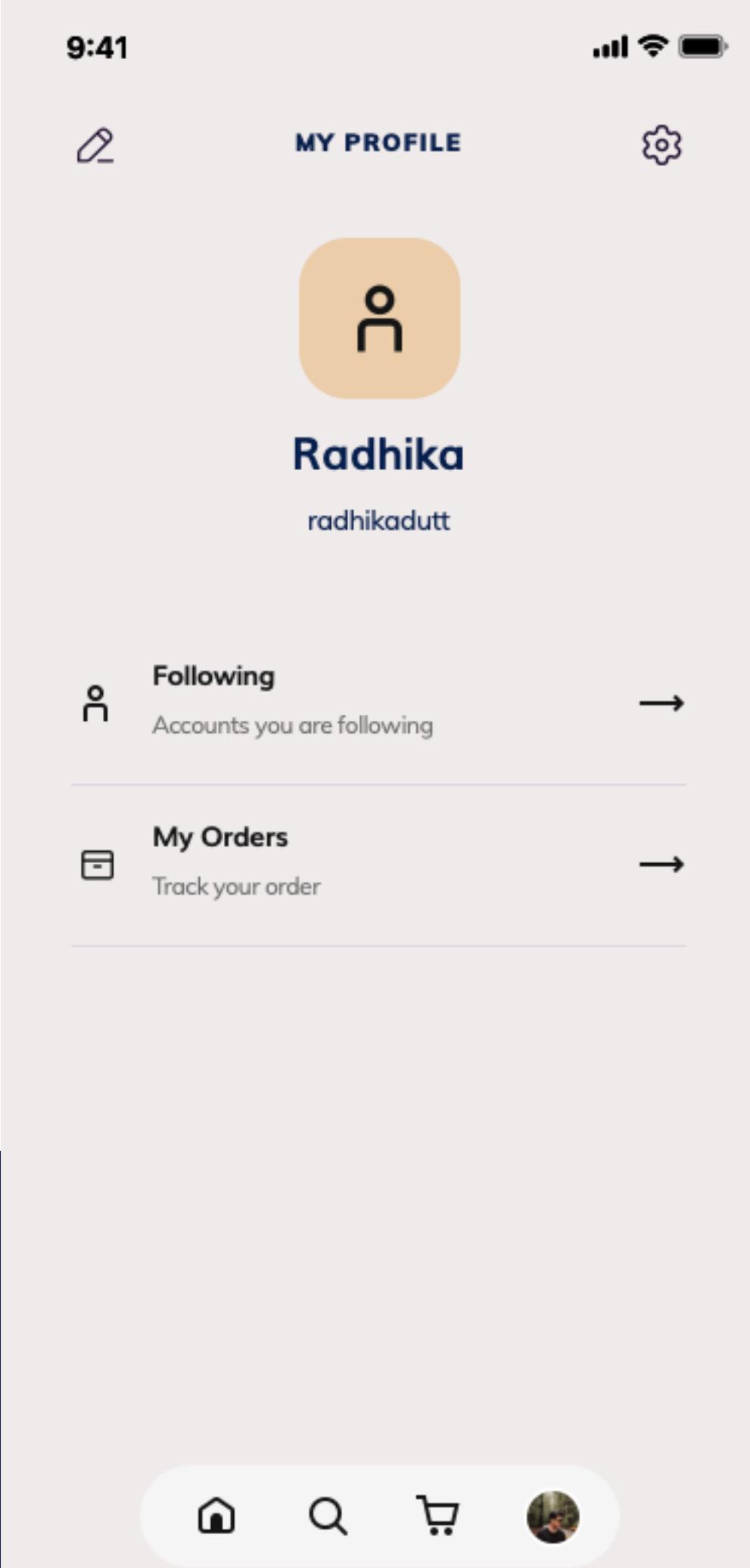
Enhancing the search functionality to increase engagement.

Category expand

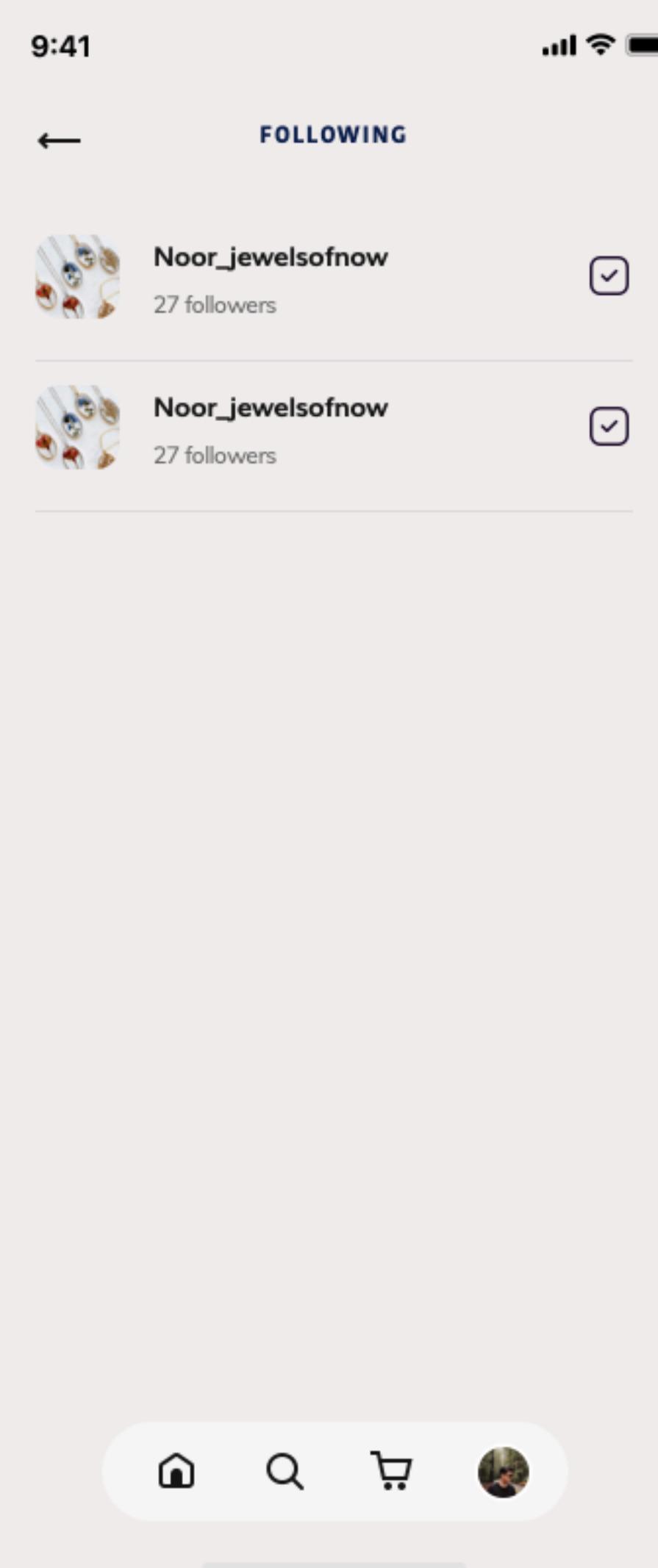


More cards at one go but in spacious manner.

Buyer Profile

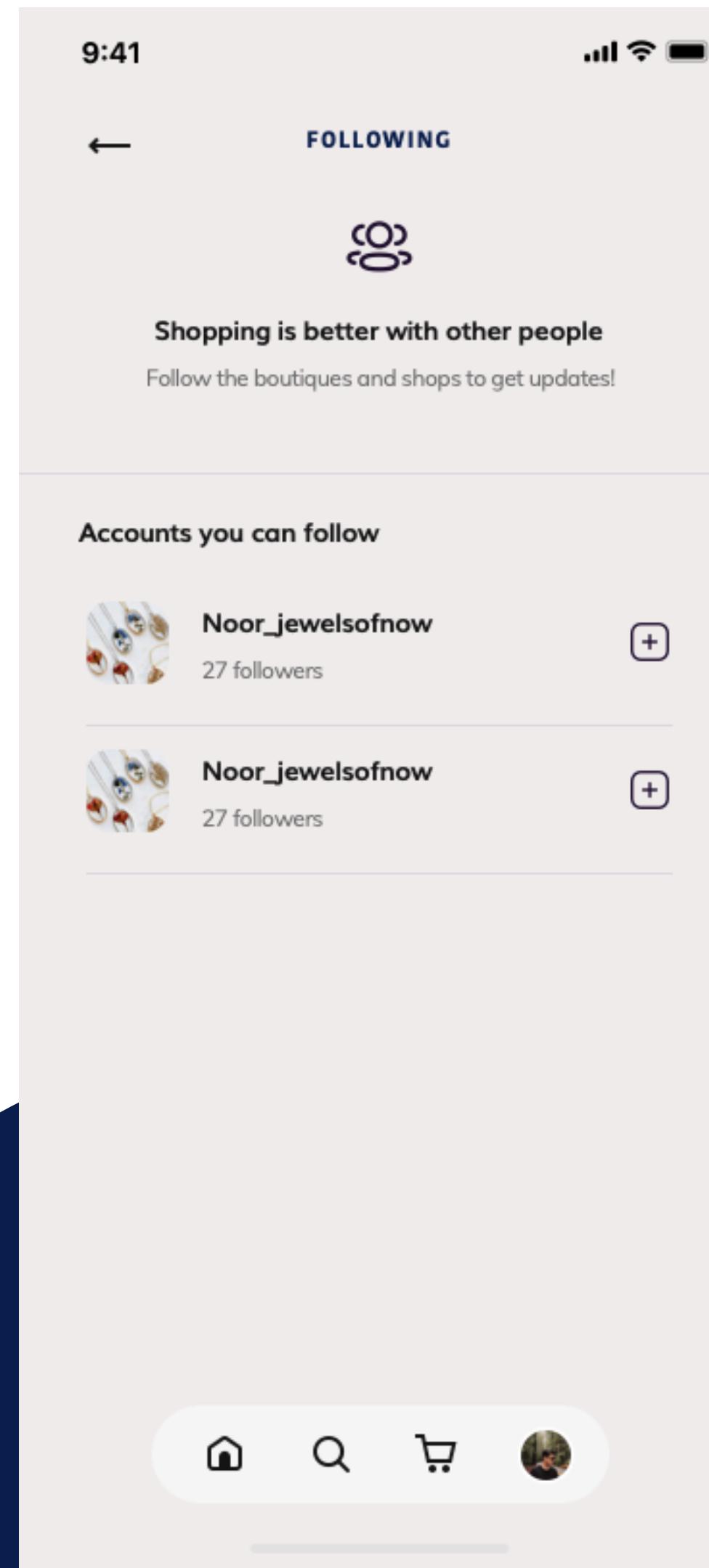


Following



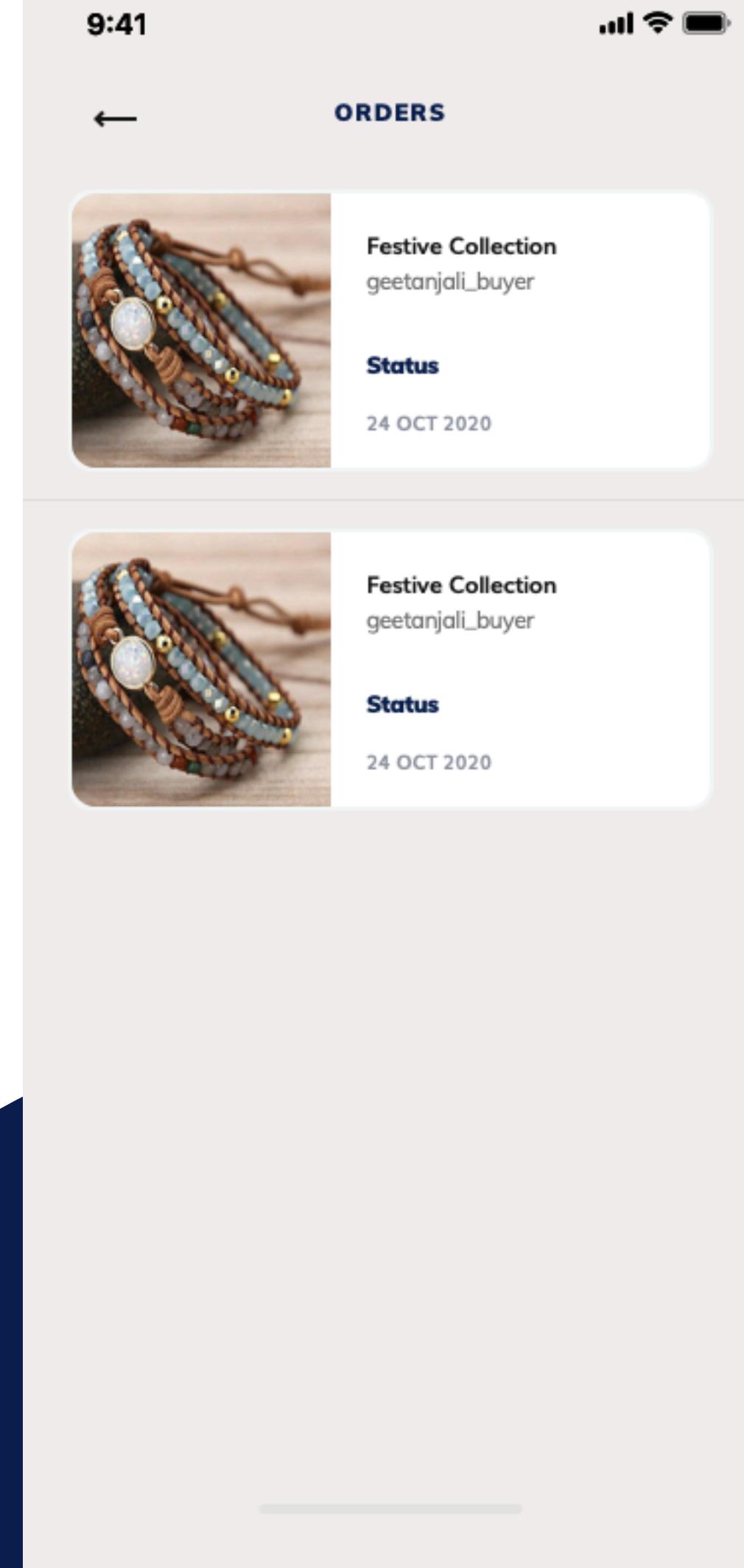
List and the tick to inform users
that they are following these accounts.
Clicking check button will toggle to the
add icon.

Following empty. state



Showing blank screen with no activity to do is generally avoided and hence giving message to the users and also suggestions.

Orders



List of orders when clicked from the profile page.

Order Details

9:41

MY ORDERS

Order #CS1020

DISPATCHED • In transit

Your order is on its way!



Status
Order Placed 31 Oct, 2020

📍 B 417, New Friends Colony
New Delhi
Delhi NCR
1100025

BILLING

Payment method	Online
Item price:	Rs 2,800
Delivery Charges	Rs 100
GST @0%	Rs 0
Total:	Rs 2,900

MESSAGE SELLER

Details of one order.
Retained all elements, organised in more
cleaner manner so that information
doesn't overwhelm.

Cart

9:41

CART

Total items 1



Festive Collection
Geetanjali for Gitesh
Rs 549 + shipping
Both Delivery and Pickup
ONE SIZE

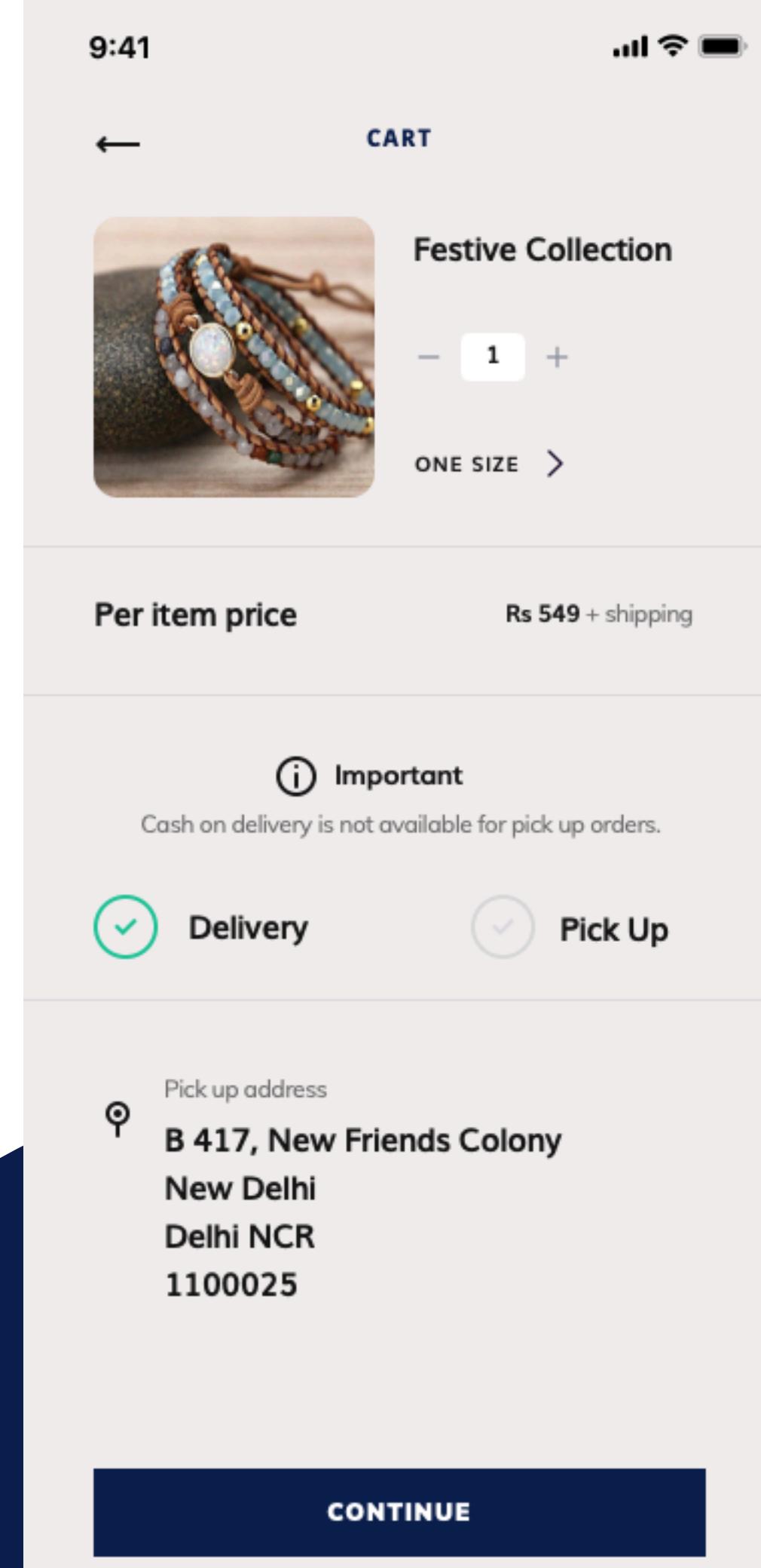
DELETE **BUY NOW**

Cart item in card style.

1

Buying flow



Using radio buttons instead of bar buttons reduces the visual load.

Buying flow

2

9:41



< Back

You opted for delivery!

Let us know your address where to deliver.

House Number / Building Number

Address line 2

Address line 3

State

New Delhi



Pincode

REVIEW ORDER NOW

Telling users where they exactly are and what they are expected to do. This is achieved by simply introducing bold titles to the page.

Buying flow 2 filled

9:41

Back

You opted for delivery!

Let us know your address where to deliver.

House Number / Building Number
B 432

Address line 2
New friends colony

Address line 3
South Delhi

State
New Delhi >

Pincode
1100025

REVIEW ORDER NOW

This is how the form will look when it is filled.

Buying flow

3

9:41

REVIEW ORDER

 Festive Collection

Quantity: 1

ONE SIZE

Payment method	Online
Item price:	Rs 2,800
Delivery Charges	Rs 100
GST @0%	Rs 0
Total:	Rs 2,900

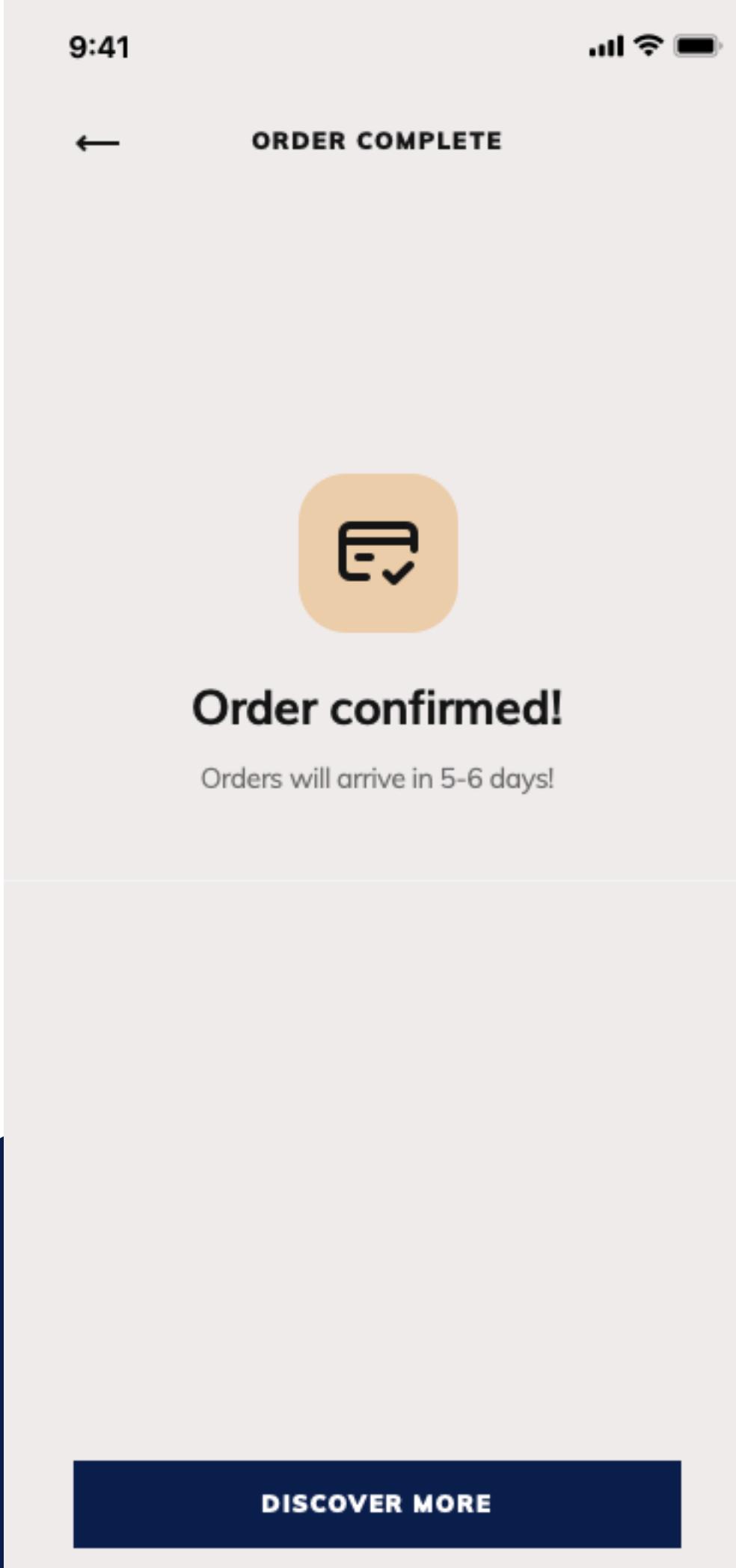
Delivery Address
📍 B 417, New Friends Colony
New Delhi
Delhi NCR
1100025

PAY ONLINE

Using one icon changes the game.
It creates an illusion of nested text
and thus better visuals.

Buying flow

4



Giving a feedback and a
Call to Action button to inform
user what they can do next.

Buyer journey ends here.

Seller journey starts.

Seller Setup

9:41



(X) Close

Set up a shop in mins!

Create a seller account on Yeebo.

Company Name

company_name

Username

username



Company Type

Internet



Company Email

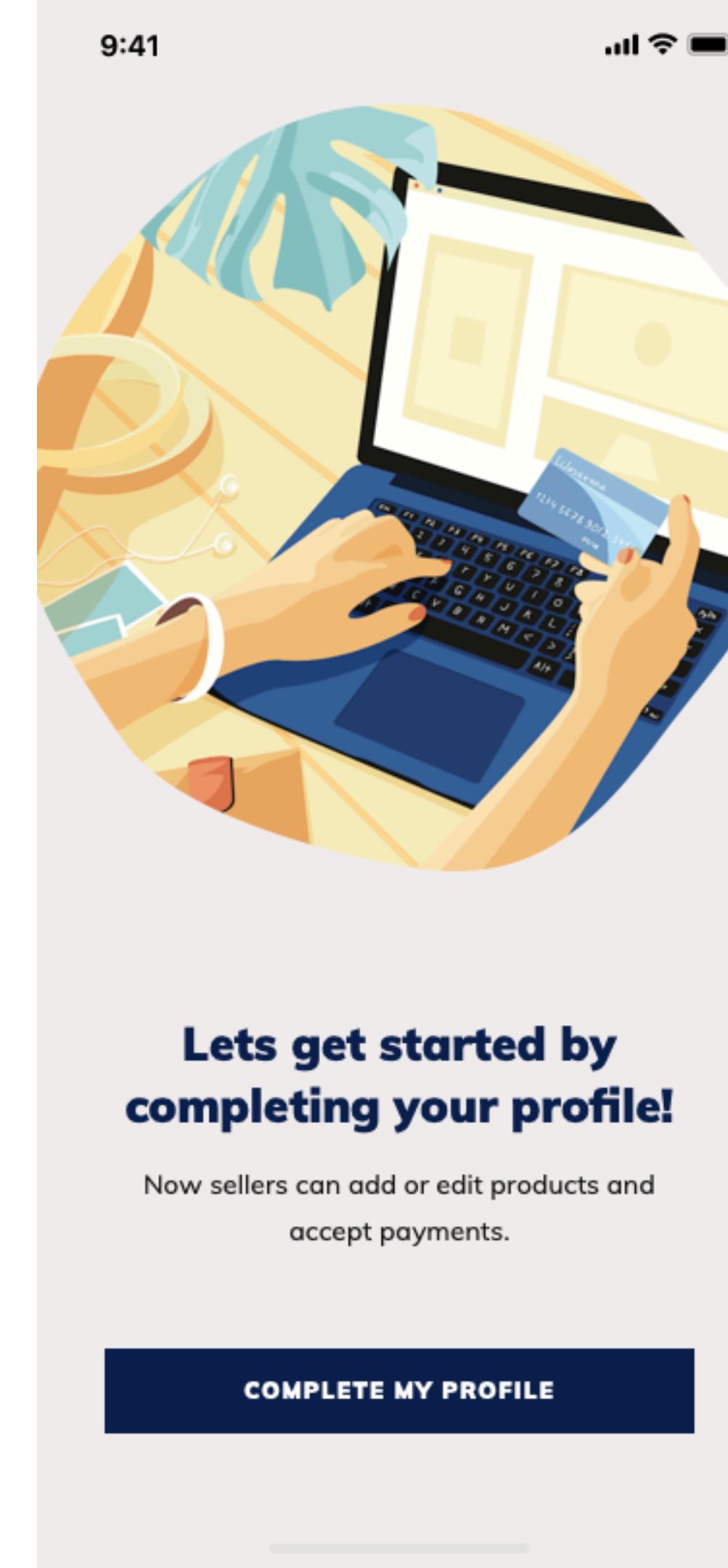
company@email.com

CREATE ACCOUNT

Looking to buy instead? [Sign in as Buyer](#)

Providing 'Sign in as buyer' in case person clicked by mistake.

Message



**Lets get started by
completing your profile!**

Now sellers can add or edit products and
accept payments.

COMPLETE MY PROFILE

Direct heading and clear button message.

Seller Home



Providing updates icon on right corner
without disturbing the main nav bar.

Add post

1a

9:41



(X) Close

I have pictures in phone

Add pictures from the gallery.

OPEN GALLERY

I will click fresh pictures

Add pictures from the gallery.

OPEN CAMERA

Added titles to inform users.

Need Help? [Go to Helps page](#)

Add post

2

9:41

Back

1 2 3

Collection Name

Give collection title

Product Details

Describe product (750 words)

Caption

Write catchy caption

Category

Bakery Clothing Accessories Home

Beauty Food Handicrafts Kids

CONTINUE ADD PRODUCT

Provided 3 step indicator,
also form is consistent with the theme.
Category is asked upfront instead of
hidden dropdowns.

Add post

3

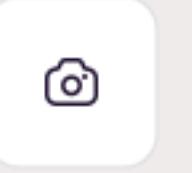
9:41

Back

1 2 3

What are you offering?

Add basic details to make it easy for buyers.

 Product Name

Give item name

Price (Rs)

Price of item

ADD SIZES & QUANTITY

Clear heading so that user knows what the step is about.

This is important and dividing the adding post activity into step by step chunks.

Add post

4

9:41

Back

1 2 3

What size & how many?

Add multiple sizes or weight and quantities.

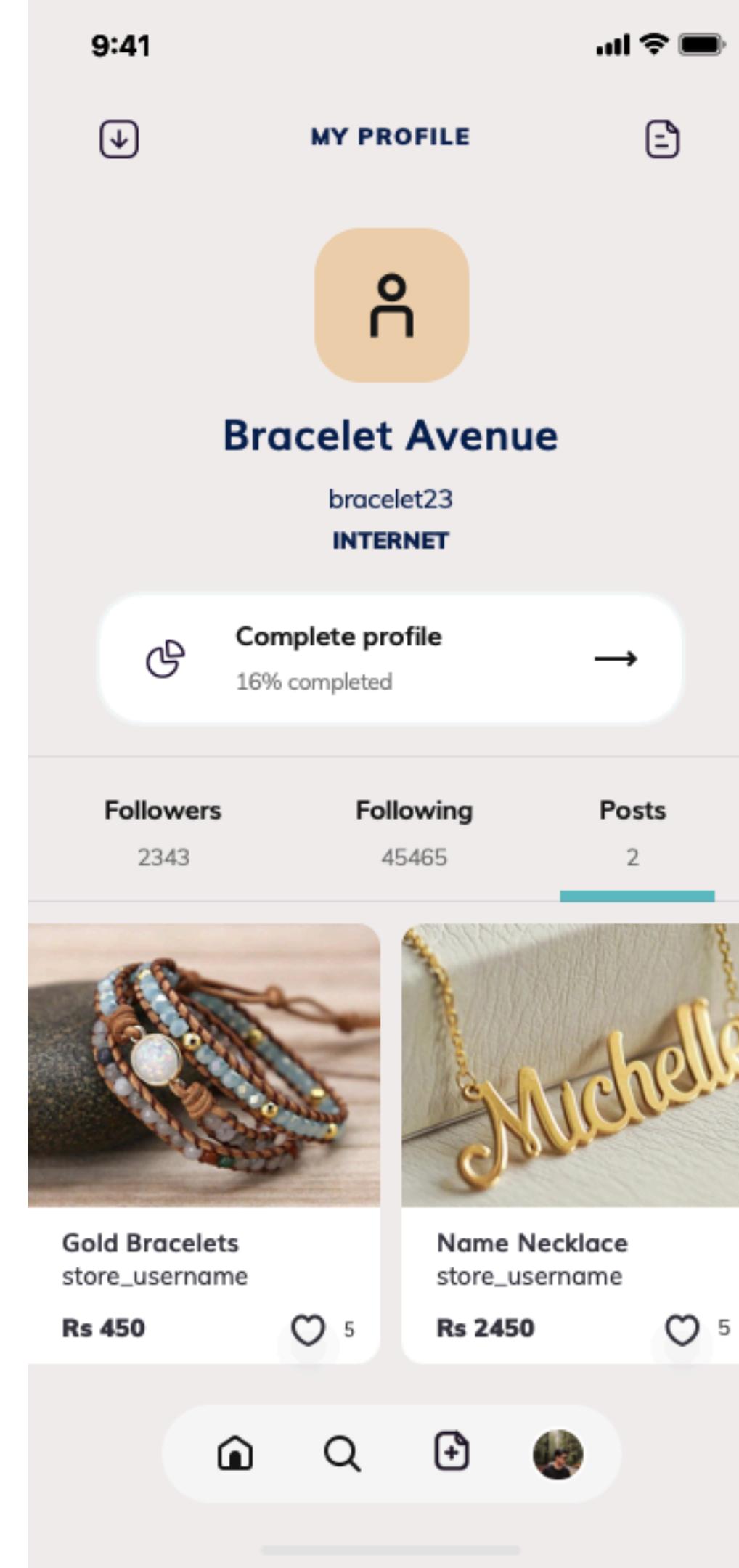
Sizes	Quantity
Size	- 1 +

Have more sizes? [ADD MORE FIELDS](#)

[FINISH ADDING](#)

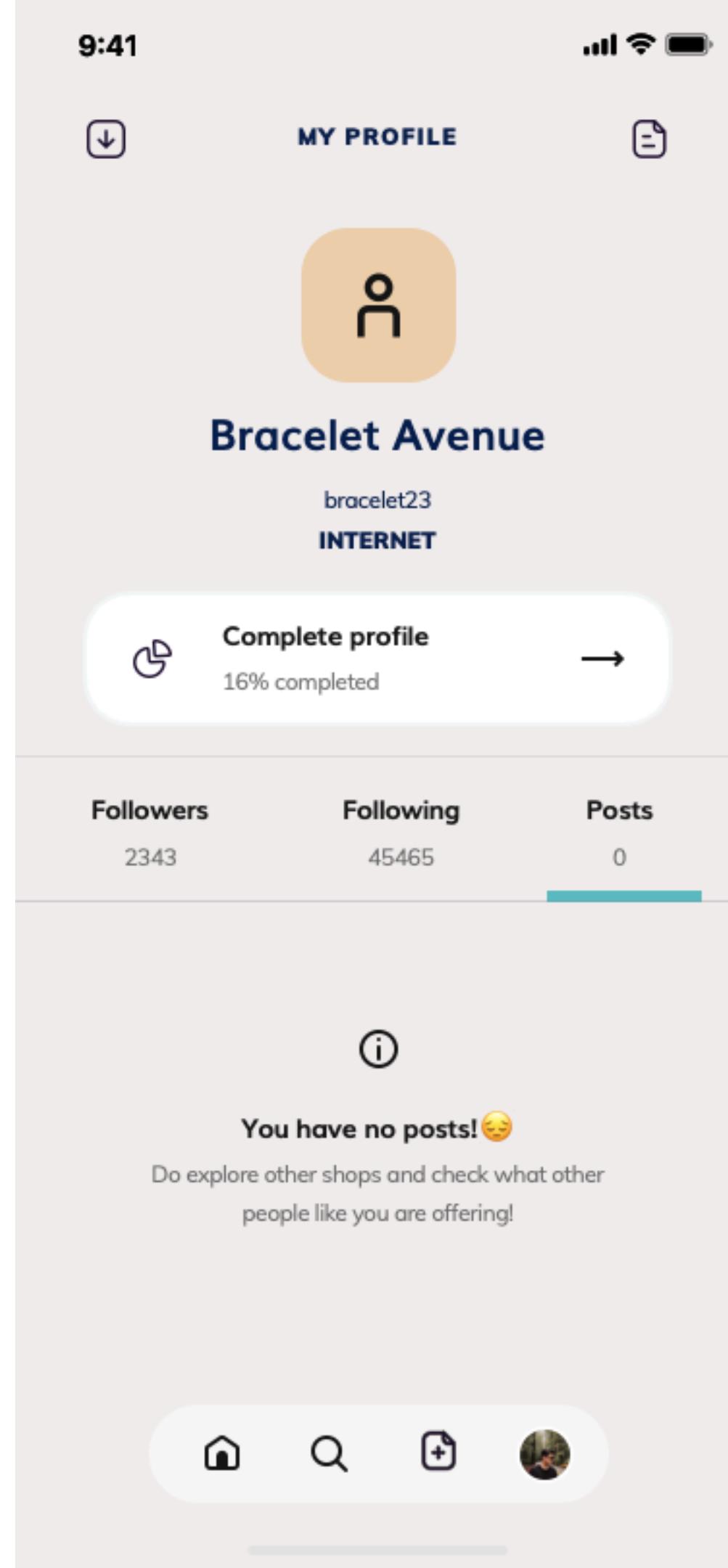
Last step. Another way of taking entry of quantity.

Seller Profile



Using a tappable section instead of bar button. Also using a pie section implying that some part is remaining.

Seller Profile Empty post



This is how screen look when nothing is happening. Always exploiting the opportunity..

Seller Settings

9:41



< Back

Profile setup

Complete all four to start listing your product.

- 1 Company Information**
Incomplete →
- 2 Voice Over**
Recommended →
- 3 Delivery**
Incomplete →
- 4 Billing Details**
Incomplete →

Numerical step by step manner profile setup.



Thank you!

www.radhikadutt.com