UI / UX Designer

(ShopZen)

A PROJECT REPORT

Submitted by,

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201290116038

In partial fulfilment for the award of the degree of

BACHELOR OF ENGINEERING

In

Information Technology Department

Gyanmanjari Institute of Technology, Bhavnagar.

Gujarat Technological University, Ahmedabad.

April 2024

Gyanmanjari Institute of Technology, Bhavnagar.

CERTIFICATE

This is to certify that the project report submitted along with the project entitled UI/UX Designer internship has been carried out by **Miss. Achari Kavya Karthikeyan** under my guidance in partial fulfillment for the degree of Bachelor of Engineering in Information Technology, 8th Semester of Gujarat Technological University, Ahmedabad during the academic year 2023 - 2024

Prof. Vishakha Savani

(Faculty Guide)

Prof. Dhaval R. Chandarana

(Head of Department)

Gyanmanjari Institute of Technology,
Bhavnagar.

DECLARATION

We hereby declare that the Internship report submitted along with the Internship entitled UI/UX Designer submitted in partial fulfillment for the degree of Bachelor of Engineering in Information Technology engineering to Gujarat Technological University, Ahmedabad, is a Bonafede record of original project work carried out by me at IThub Software Solutions under the supervision of Piyush Danani and that no part of this report has been directly copied from any student's reports or taken from any other source, without providing due reference.

Name of the Student   **Sign of Student**

Achari Kavya   _____

Acknowledgement

The internship opportunity I had with IThubsoftware for the duration of 3 months was a great chance for learning and professional development. Therefore, I consider myself fortuitous as I was given a chance to be part of them. I am very grateful for having an opportunity to meet so many amazing people and professionals who led me through this internship.

My sincere thanks to **Mr. Piyush Danani** for giving me the chance to work in Company for my professional growth. I would like to thank and show my deepest gratitude to **Prof. Vishakha Savani** (Internal Guide) for her careful and valuable guidance which I treasured both theoretically and practically. I also heartily thanks to my other friends pursuing internship inother companies who greatly helped me in my work when I get confused.

Finally, at last but not least, we would like to acknowledge and thanks in large measures to allour fellow friend & guides for their support.

Thank you.

Achari Kavya Karthikeyan

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Abstract

This project aims to design and develop a user-friendly and visually appealing E-Commerce website. It aims to provide UI designers with a clear understanding of the website's purpose, target audience, and key functionalities. Defining the primary user groups (buyers, sellers, realtors) and their specific needs. Describing the design choices made for key elements like layout, navigation, search functionality, property listings, and user interactions. Explaining the visual elements implemented, including color scheme, typography, imagery, and branding considerations, to establish a cohesive and appealing aesthetic. The report concludes by summarizing the project's achievements in terms of creating a user-centered and effective real estate website UI.

Contents

List of Figures

Symbols and Abbreviations

➢ **Activity diagram**:

No.	Symbol	Description
1.	●	This symbol represents the START of the activity diagram.
2.	◉	This symbol represents the END of the activity diagram.
3.	⬭	This symbol is used to show the activity.
4.	→	This symbol defines the control flow.
5.		Swim lane defines the way to group activities performed by the same actor in activity diagram.
6.	◇	This symbol defines the decision-making statement or condition in the activity diagram.

Symbol	Description
ShopZen	ShopZen Is the online Shopping Platform Designee

CHAPTER-1

INTRODUCTION

1.1 Organization Profile:

Figure 1.1: Ithub Software Solutions

- **Name of the organization: :** IThub Software Solutions
- **External Guide:** Mr. Piyush Danani
- **Mobile Number:** +918849603168
- **Email:** ithubsoftware@gmail.com
- **Work:** Web Designing and Mobile Development
- **Address:** Office No 8,Shree Sidhivinayak Complex, Near Bhagwati Circle, Kaliyabid Bhavnagar, Gujarat 354001 .

1.2 Project Detail

1.2.1 Project Profile

- **ShopZen** Is an E-commerce website designed in Figma.
- This project involved the designing of a user interface (UI) a E-commerce website and making it Responsive for various devices. The primary objective was to create an engaging and user-friendly platform that streamlines the property search experience for potential buyers and sellers. Design a clean and uncluttered layout for easy navigation. Ensure responsive design for optimal viewing across various devices. Develop a visually appealing website that reflects the brand identity. Utilize a cohesive color scheme, typography, and high-quality imagery. The goal of UI Design is to provide high-fidelity mockups showcasing the website's layout, navigation, and key elements. Also, A clickable prototype demonstrating the website's functionality and user interactions.

1.2.2 Project Definition

- ShopZen is an intuitive and user-friendly platform that simplifies the property search process for both buyers and sellers.

- The UI design effectively supports the client's business objectives, such as lead generation or brand awareness.

1.3 Purpose:

- The purpose of this project is to develop a sophisticated recruitment portal that revolutionizes the hiring process for our company.

- Through features like interview scheduling, feedback collection, and customizable questionnaires, the portal empowers HR personnel to make well-informed hiring decisions while providing a seamless experience for both candidates and interviewers.

- Ultimately, the project seeks to modernize our recruitment practices, ensuring that we attract top talent and maintain a competitive edge in the market.

1.4 Scope:

- As a UI designer in a real estate project, our focus is crafting visually compelling interfaces for various platforms. This includes designing project websites, interactive brochures, and potentially mobile apps. UI Designer ensure a smooth user experience by creating intuitive interfaces for tasks like property search, scheduling appointments, and managing applications.

1.5 Objective

- The objective of ShopZen is to attract and engage potential residents, buyers, or investors through visually appealing and informative platforms.
- Increase brand awareness and attract potential residents/buyers/investors through visually compelling marketing materials and user interfaces.

- Enhance user experience across all touchpoints by designing intuitive interfaces for property exploration, leasing/buying processes, and resident/tenant management.
- Streamline the sales and leasing process by crafting user-friendly interfaces that facilitate lead generation, application submission, and secure transactions.

1.6 Technology and Literature Review

1.6.1 Literature Review

- Research studies exploring user behavior and expectations on real estate websites.
- Analyze usability testing reports on real estate websites. This will highlight common pain points and areas for improvement.
- Look for articles and resources outlining best practices for real estate website design which includes high-quality visuals and mobile responsiveness.
- Explore recent articles and design showcases featuring modern real estate website UI's Look for trends in minimalist design and assure appropriate data visualization.
- Analyze the UI/UX of successful real estate websites in your target market. This can involve understanding of how they can cater to their target audience.
- Research popular UI design tool like Figma used for creating real estate websites.
- Include relevant case studies showcasing successful real estate website redesigns.

- **Review of Related Technology**
  - Progressive Web Apps (PWAs): PWAs offer a fast and smooth experience, combining the best of web and mobile apps. They provide offline capabilities, push notifications, and a full-screen experience, which enhances user engagement and satisfaction.
  - Responsive Design: A responsive design ensures that your e-commerce website works well on various devices, including mobile phones, tablets, and desktops. This is critical for a seamless user experience; especially as mobile commerce (m-commerce) continues to grow.
  - Voice User Interface (VUI): Voice-enabled shopping is becoming more popular with the rise of smart speakers and voice assistants. Incorporating voice search and navigation into your e-commerce website can improve the user experience and accessibility.
  - Chatbots and AI: Chatbots can provide immediate customer service and answer frequently asked questions, streamlining the shopping experience. AI can also be used for personalized recommendations, improving conversion rates and customer satisfaction.
  - Augmented Reality (AR): AR allows users to virtually try on products or visualize them in their environment before making a purchase. This can reduce returns and increase customer confidence.
  - Micro interactions: Small, subtle animations and interactive elements can enhance the user experience by providing feedback and guiding users through the site intuitively.
  - Customizable Product Pages: Allowing customers to customize products in real time (e.g., changing colors, sizes, or features) can increase engagement and

conversion rates.
- Payment Technologies: Offering a variety of payment options, such as digital wallets, one-click payments, and buy now, pay later, can improve the checkout process and boost sales.
- Data-Driven Personalization: Leveraging customer data to create personalized experiences, such as product recommendations and targeted promotions, can improve user engagement and satisfaction.
- Content-Driven Commerce: Integrating rich content like product videos, tutorials, and user-generated content can enhance the shopping experience and build trust with customers.
- Accessibility Tools: Ensuring your e-commerce website is accessible to all users, including those with disabilities, can expand your customer base and create a more inclusive shopping experience opportunities on LinkedIn.

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CHAPTER-2

About The System

2.1 System Requirement Specification:

- **Software Requirements: -**
  - Operating System: Windows 10
  - Ui Design: Figma
  - Icons Design: Adobe Illustrator

- **Hardware Requirements: -**
  - CPU Type: Intel Pentium 4
  - RAM Size: 512 MB
  - Hard disk capacity: 40 GB
  - Monitor type: 15 Inch color monitor
  - Mobile: Android/IOS Mobile

2.2 Feasibility Study:

A feasibility study for a fashion e-commerce website in the context of UX (User Experience) and UI (User Interface) design is a systematic analysis that evaluates the potential of designing a website that fulfills the goals of the business and meets the needs and expectations of its target audience. The study involves assessing various aspects of the project to determine whether it is viable and worth pursuing. Here's a detailed description of what this feasibility study might include.

- **Project Overview:**

  - Business Objectives: Understand the business goals and how the website will contribute to them.
  - Target Audience: Identify the demographics, psychographics, and behavior of the potential users. Infrastructure, and compatibility with existing systems.

- **Market Research and Analysis:**

  - Competitor Analysis: Analyze the strengths and weaknesses of competitors' UX and UI design.
  - User Behavior and Trends: Understand current trends in fashion e-commerce and user preferences.
  - Technology Trends: Research emerging technologies and design approaches that could enhance the user experience.

- **Current User Experience Evaluation:**

  - User Journey Mapping: Examine the potential pathways users might take on the website and the touchpoints they encounter.
  - Usability Testing: Identify any usability issues in the current version (if applicable) or through similar existing sites.
  - Pain Points and Opportunities: List out areas where improvements can be made for a better user experience.

- **Design Requirements:**

  - Functional Requirements: Specify features and functionalities needed to fulfill

user and business needs.
- Aesthetic Requirements: Define the visual style, branding, and aesthetic preferences for the site.
- Accessibility Requirements: Ensure the design is inclusive and follows accessibility standards.

2.3 Project Planning:

2.3.1 Project Development Approach

- Development Approach acts a system of practices, techniques, procedures, and rules used by those who work in a discipline. It allows us to create and evolve the product, service or result during the project life cycle, such as waterfall model, Iterative model, Prototyping model, Spiral model, Agile model, etc.

- **Incremental Model:**

  Incremental Model: In this Model, each module passes through the requirements,
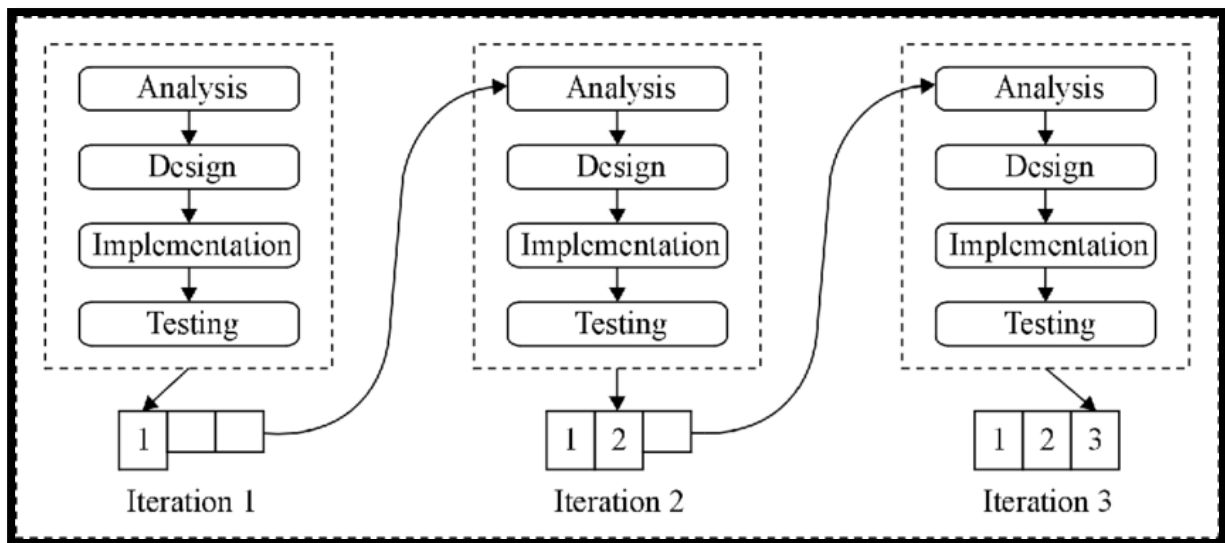
  design, implementation and testing phases.

Figure 2.3.1 (Incremental Model)

- In the above figure when we incrementally adding each phase and expect that each phase is fully finished thus keep on adding the phase until it's complete.

- Due to the below benefits we use the "Incremental Model" for our system, reasons are listed below:
    - This Model is more flexible.
    - Less Costly to change Scope and requirements.
    - Using this model customer can respond to each built.
    - It is easier test and debug during a smaller iteration.

2.3.2 Project Plan:

- A well-defined project plan is essential for UI designers to stay organized, meet deadlines, and deliver satisfactory user interfaces (UIs).
- Here's a breakdown of the key steps to consider:
    - **Project Initiation**-

        Meet with stakeholders (clients, product managers) to understand project goals, target audience, brand guidelines, and any existing UI assets.
        Outline the specific deliverables of the project, including wireframes, prototypes, style guides, and final UI assets.
        Establish a realistic timeline for each stage of the design process, factoring in deadlines and potential milestones.
        Determine the tools and resources required for the project (design software, stock photos, etc.) and ensure access.

    - **User Research**-

        This might involve user interviews, surveys, or usability testing to understand user needs, pain points, and expectations from the UI.
        Organize and analyze the user research data to identify key insights and user personas (representations of target users).

    - **Information Architecture (IA) & Wireframing**-

        Define the organization and structure of information within the UI. This includes navigation menus, content hierarchy, and information labeling.
        Develop low-fidelity mockups that focus on the layout, user flow, and core functionalities of the UI.
        Wireframes are typically created in black and white with basic shapes and text.

    - **Visual Design**-

        Establish a style guide that defines the visual elements of the UI, including color palette, typography, branding elements, and button styles.
        Create high-fidelity mockups that showcase the final visual design

of the UI, including colors, fonts, and graphics.

- **Prototyping**-

     Build interactive prototypes that allow users to simulate interacting with the UI.
     This helps evaluate user flow and identify usability issues early on.

- **User Testing & Iteration**-

     Present prototypes to users and observe their interaction. Gather feedback on usability, clarity, and overall user experience.
     Based on user testing results and feedback, refine the design and iterate on wireframes, mockups, or prototypes.

- **Design Handover & Development-**

     Export final UI assets (images, icons, fonts) in a format suitable for developers.
     Create clear documentation outlining design decisions, usage guidelines, and any accessibility considerations for developers.
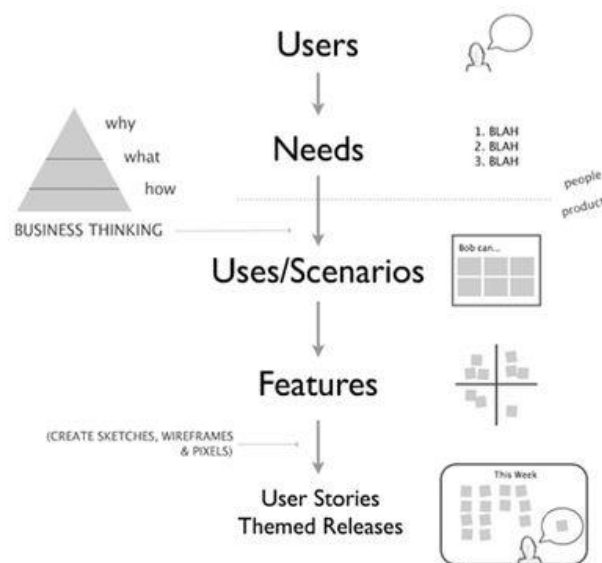
Figure 2.3.2 (Project Plan)

CHAPTER-3

Analysis

3.1 Color Palette Diagram:

- Lower mentioned diagram depicts color pallet diagram that shows the colors used frequently to design the website.
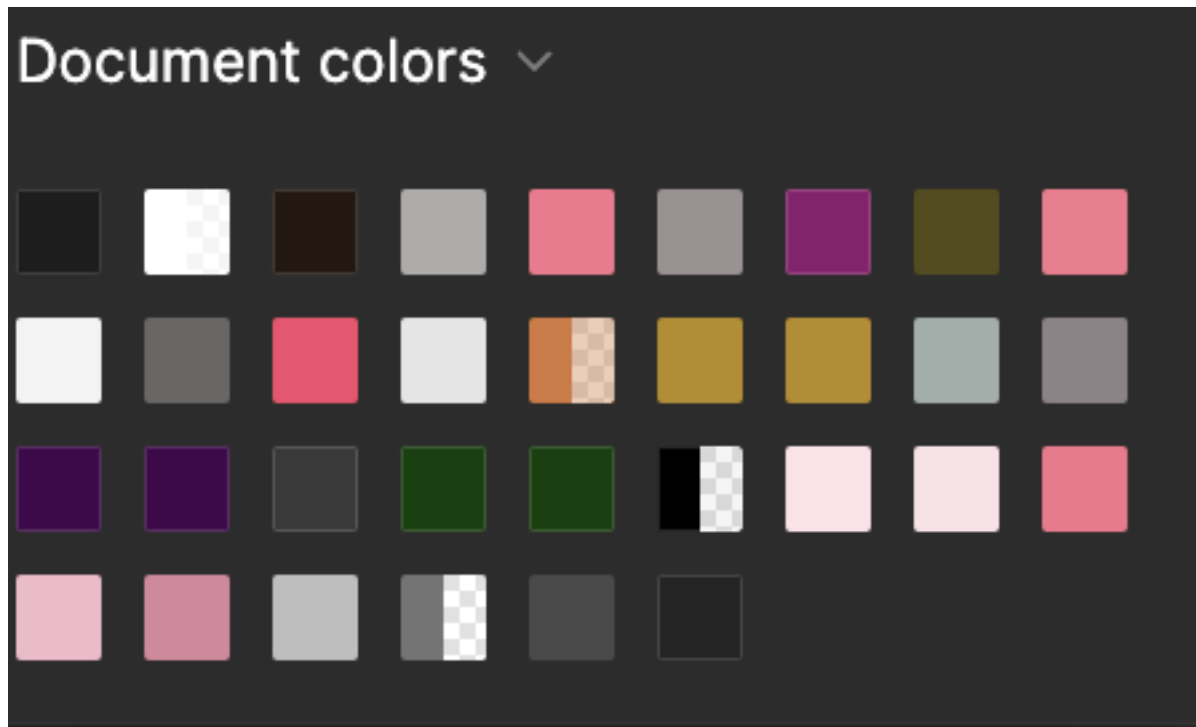
Figure 3.1: Color Palette

3.2 Wireframe:

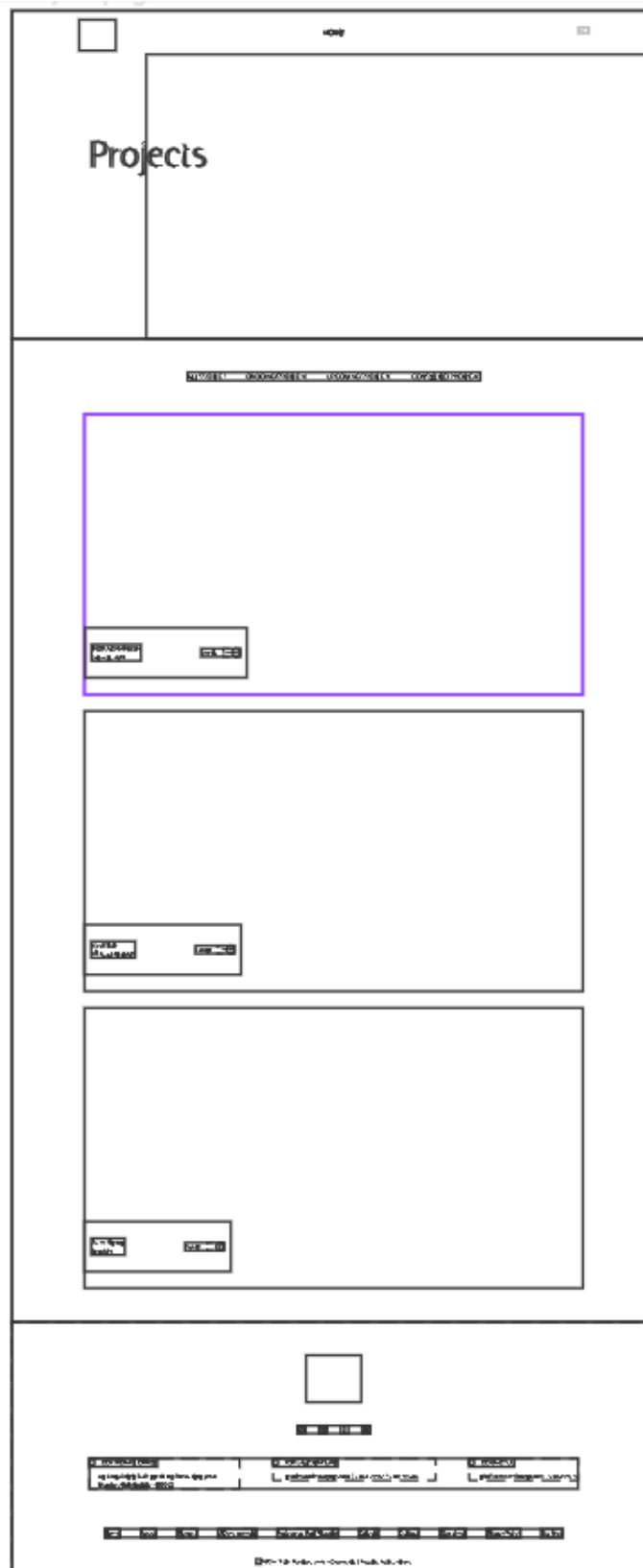- A wireframe is a two-dimensional skeletal outline of a webpage or app.

Figure 3.2. Wireframe

3.3 Activity Diagram:

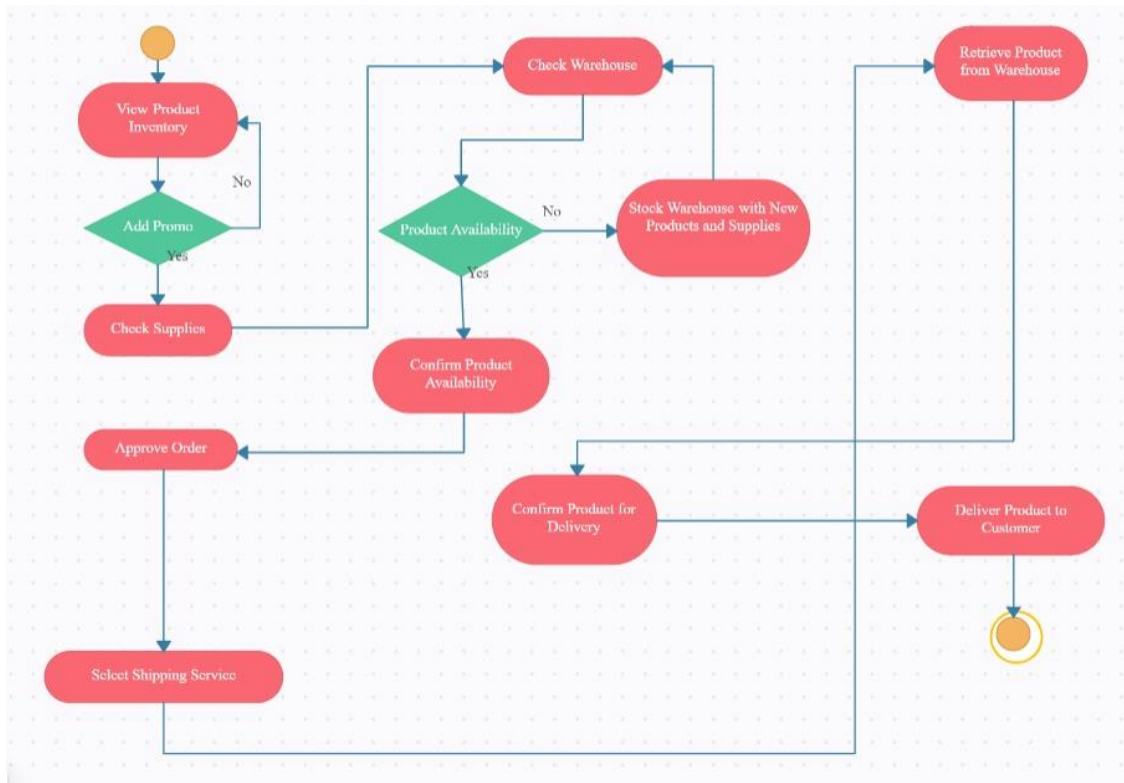 ▪ An activity diagram can map out the steps a user takes to accomplish a specific task within an interface.

Figure 3.3 Activity Diagram

CHAPTER-4

Design

4.1 Designing user requirements:

- By understanding user needs, one can design a UI that is user centric focused on solving their problems and achieving their goals.
- Clear requirements help avoid misunderstandings during designing, leading to a more streamlined and efficient process.

4.2 Research, Analyze & Synthesis:

- The research was being carried by visiting various websites such as Awards, in order to gain the innovative idea to ensure the delivering of the user satisfactory web designs.
- It should be ensured by the designer that the UI design selected should actually matches the need of user by selecting appropriate color scheme which follows the trend.
- The design should follow the theme of the given brochure by using the source such as images and texts to ensure the correctness of the given data.
- The sections were being framed in such a way to ensure the data organization in a coordinated manner.
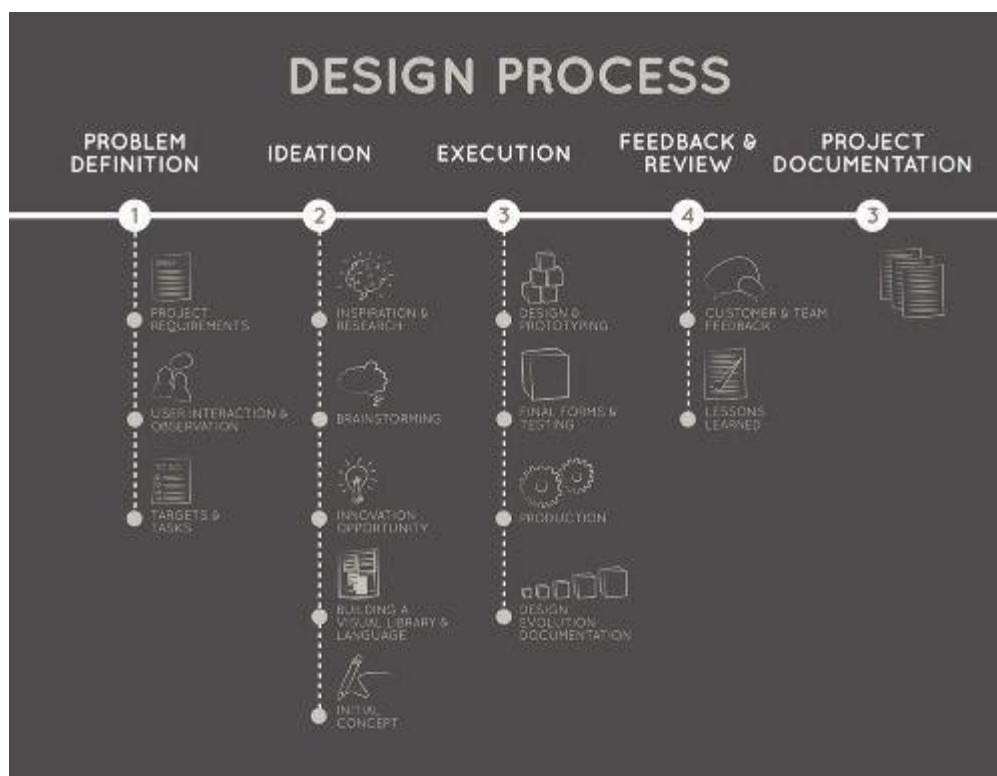
Figure 4.2: Design Process

4.3   Implementations:

- Based on user research and content inventory, one can define the website's structure. This involves organizing information in a way that's easy for users to navigate.
- Wireframes are essentially blueprints that visually represent the placement of content, search bars, navigation menus, and other key UI elements.

4.4   Evaluation:

- Evaluation is a phase where it is ensured that after designing the smoothness in working of the website is observed or not.
- The areas such as animation sections are being implemented properly and are working smoothly.
- Navigation is the most crucial and important part of the website which ensures proper movement inside the website.

CHAPTER-5

Implementation

5.1 Implementation Environment:

- Figma is a powerful web-based design tool primarily used for interface design (UI) and user experience (UX) design. It allows designers to create everything from simple mockups and wireframes to complex prototypes with interactive elements.
- Figma can create scalable vector graphics for icons, logos, and other design elements.
- It defines and maintain consistent design elements like colors, fonts, and spacing for a cohesive brand experience.
- It develops interactive prototypes that simulate user interaction and test different design concepts.
- Figma allows multiple designers to work on the same project simultaneously, fostering teamwork and efficient design iterations.
- Figma's functionalities with a vast library of plugins for specific design needs.
- Analysis & Design Environment-
  - The analysis and design environment is aligned to the **planning and analysis phases**. In this environment, the main processes that take place include carrying out an in-depth analyzation and synthesization of the current design and the proposed design. This environment allows multiple designers to work on the same project simultaneously, encouraging teamwork and efficient design iterations. Within this environment,systems and business analysts work closely with other web designers.

- Designing & Common Build Environment-
  - The **development** environment is aligned to the development phase. This is where design to be implemented is carried out. The development environment contains a set of different tools for designing. These are used to craft the final website.
  - The **common build environment** is much effective way to implement the user required design. In this environment, designers merge the work done in the designing environment. Within this environment, designers craft designs.
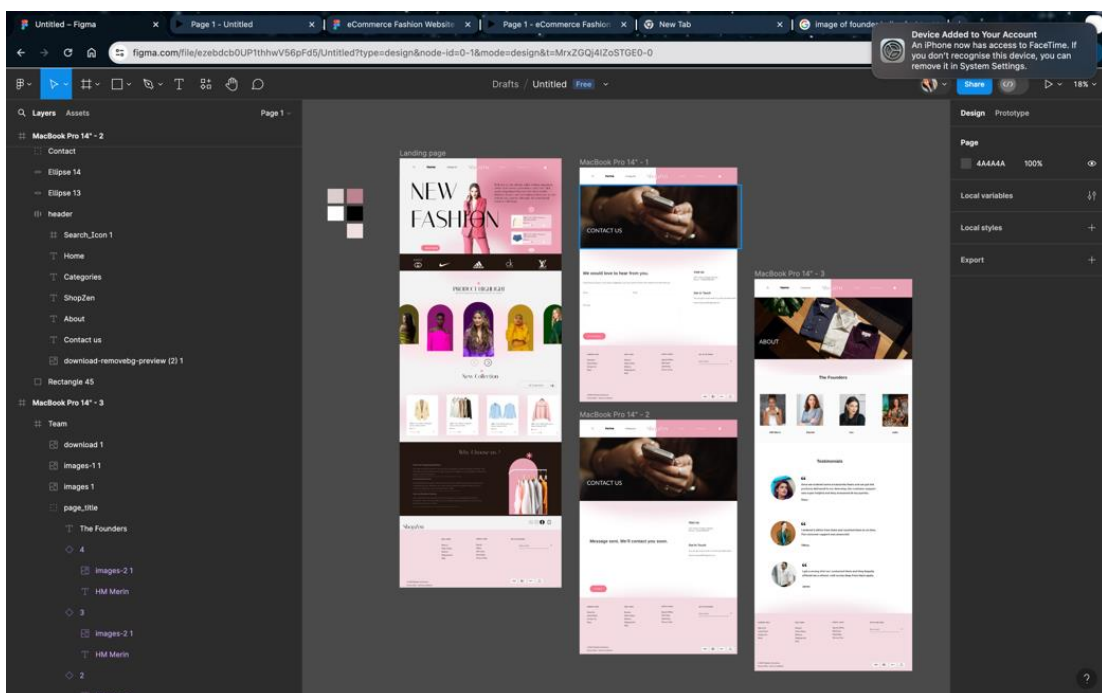

Figure 5.1: Design Environment

5.2 Design for different resolution:

- While Figma uses vector graphics, you can design with specific resolutions in mind. Use Figma's guides and grids to create layouts that adapt to different resolutions. Define spacing and element sizes based on relative proportions rather than fixed pixel values.

- Establish a design system with responsive components that adjust their size and layout based on the screen size. Explore plugins that help with designing for multiple resolutions. Some offer features like generating different sized assets or previewing designs on various devices.

- Plugins that help with designing for multiple resolutions. Some offer features like generating different sized assets or previewing designs on various devices.
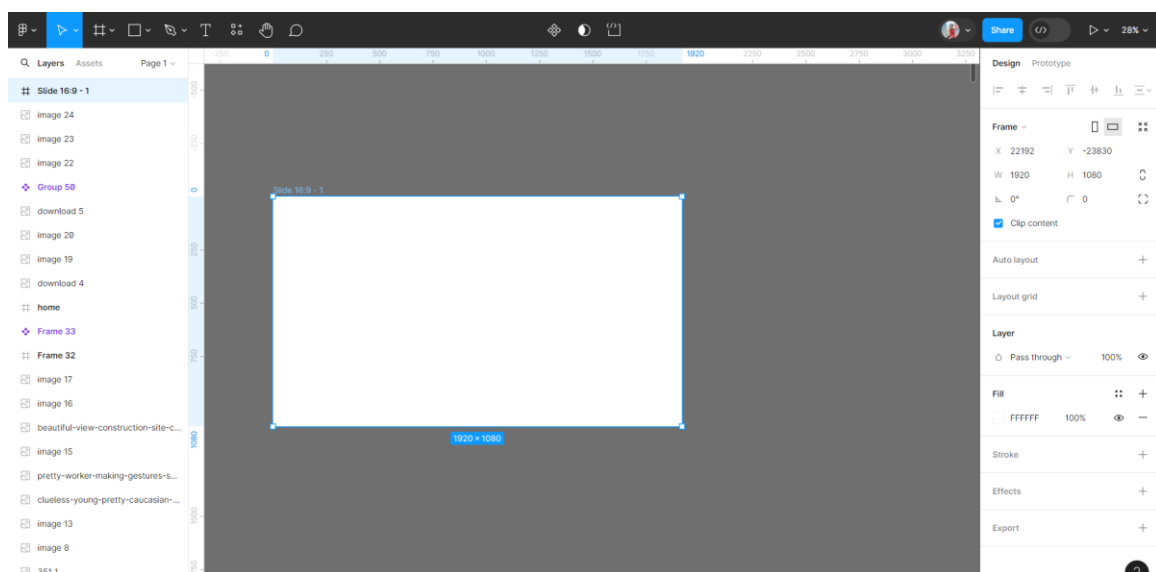
Figure 5.2.1: Design Resolution

- As displayed in the image, the standard size of the frame for any website has the ratio of 16:9 which mean height and width should be 1920 x 1080.
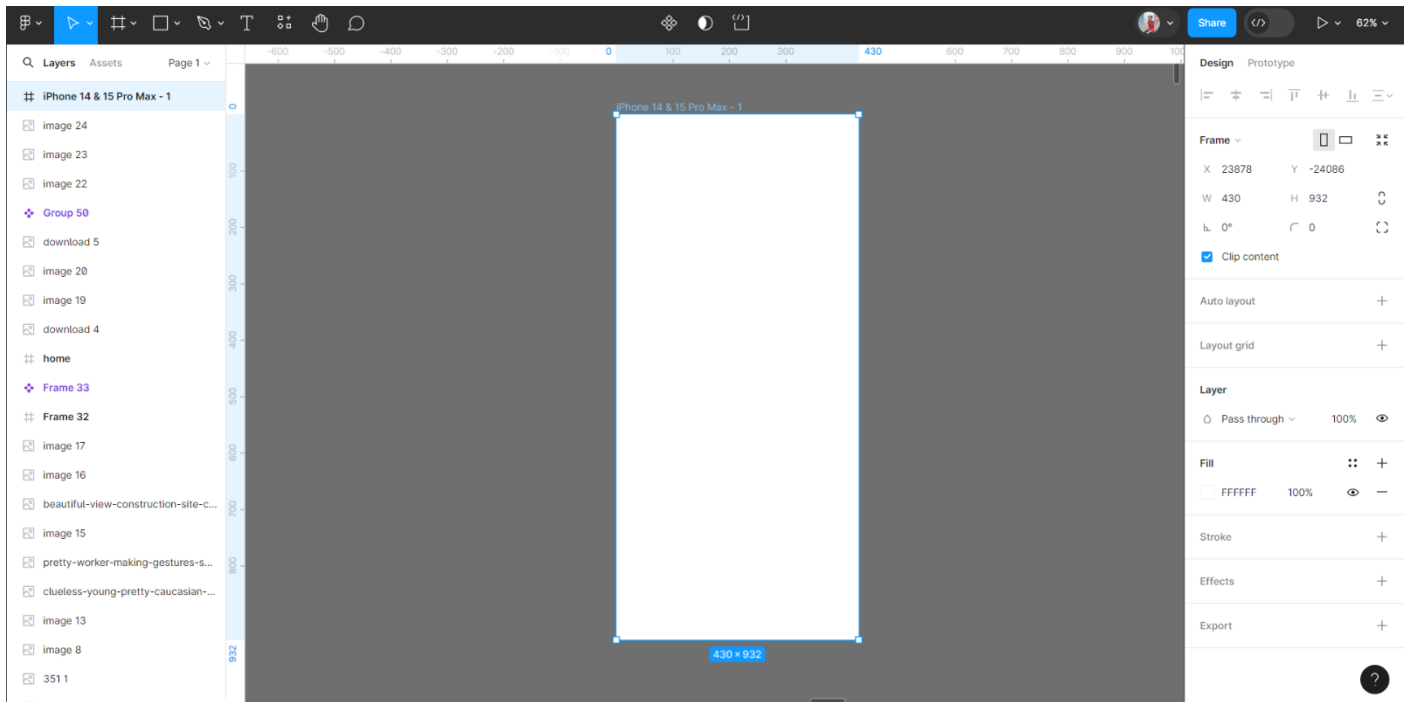
Figure 5.2.2: Component Structure

▪ Similarly, the standard size of the frame for device such as phone has height and width of 430 x 932.
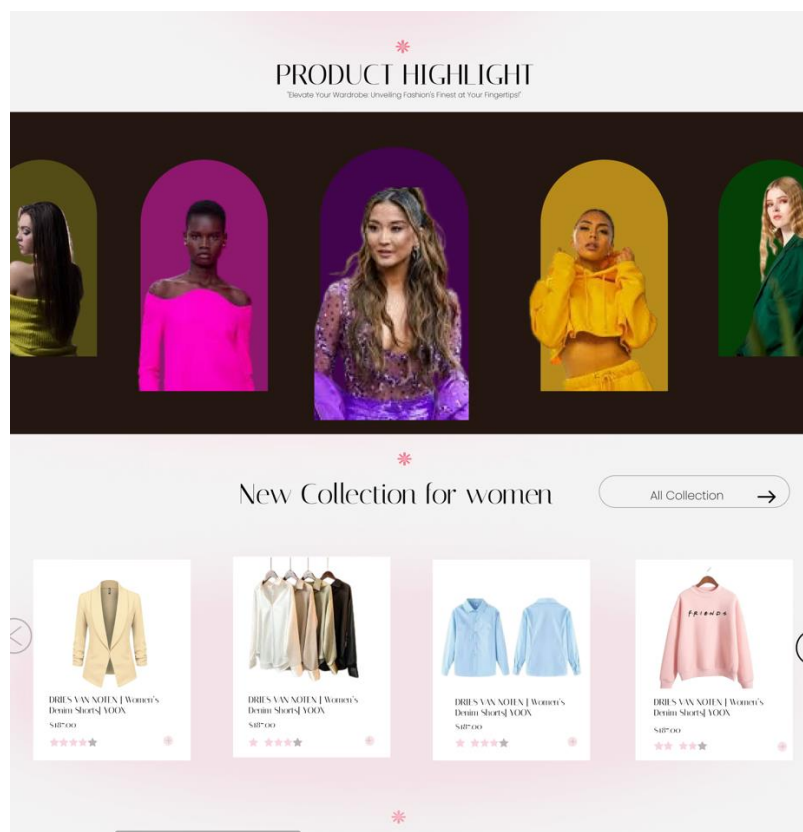
5.3 Website Screenshots
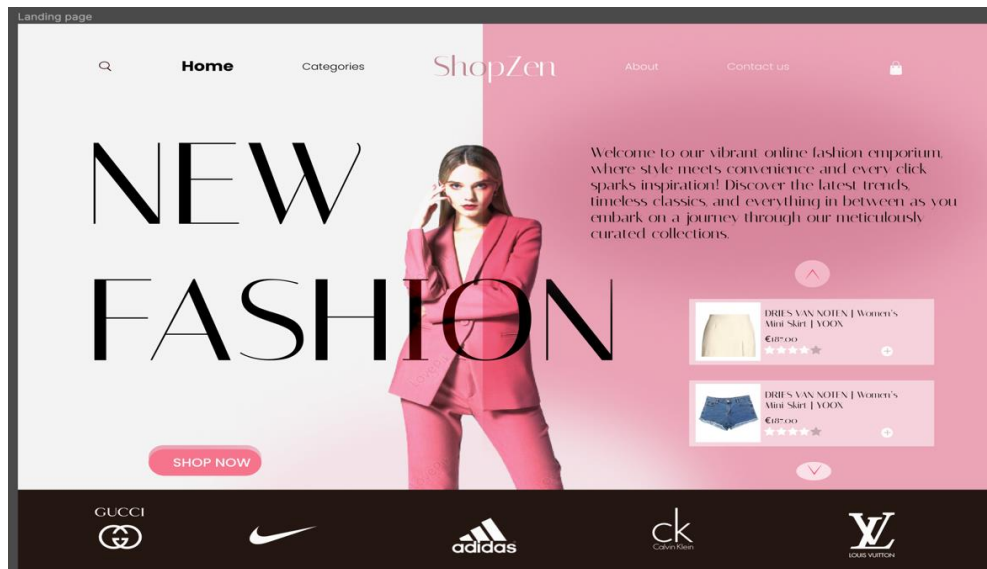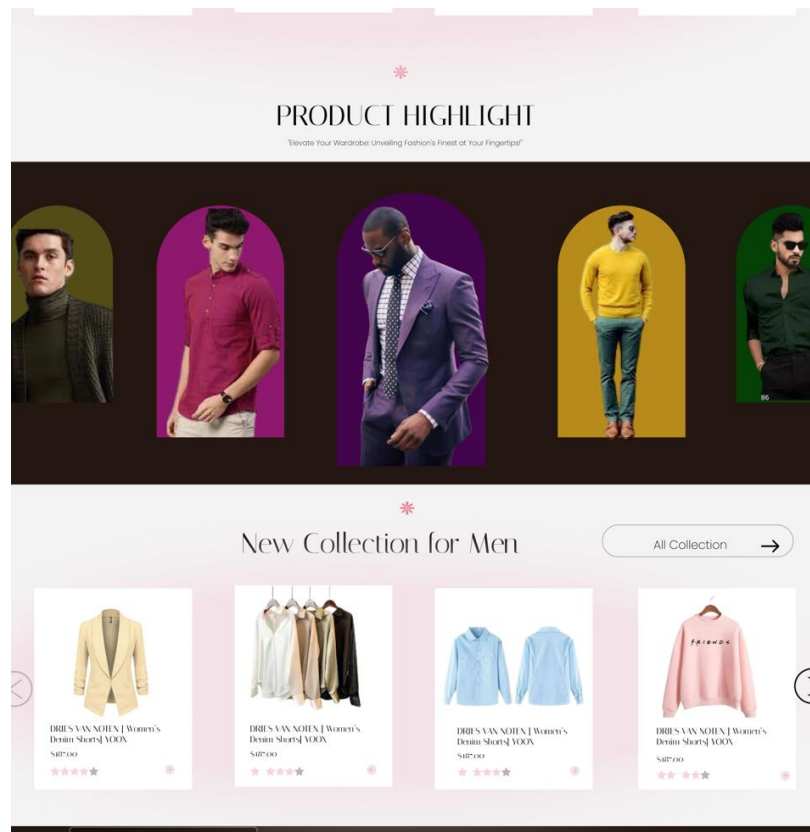

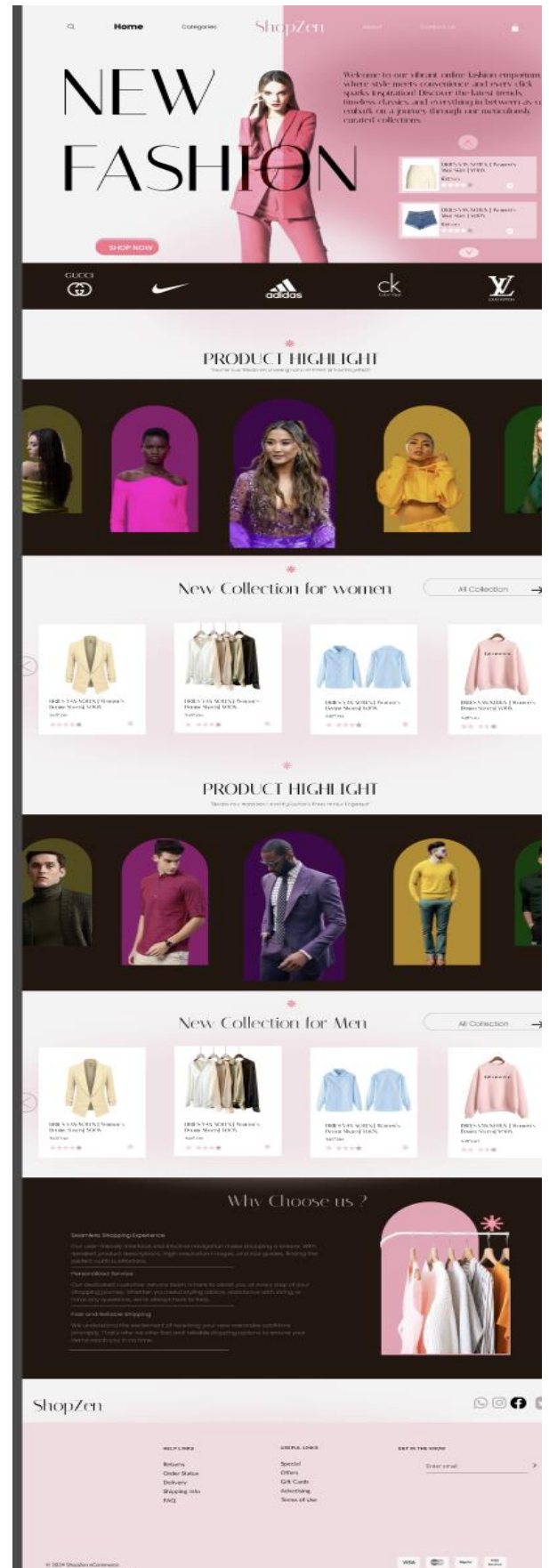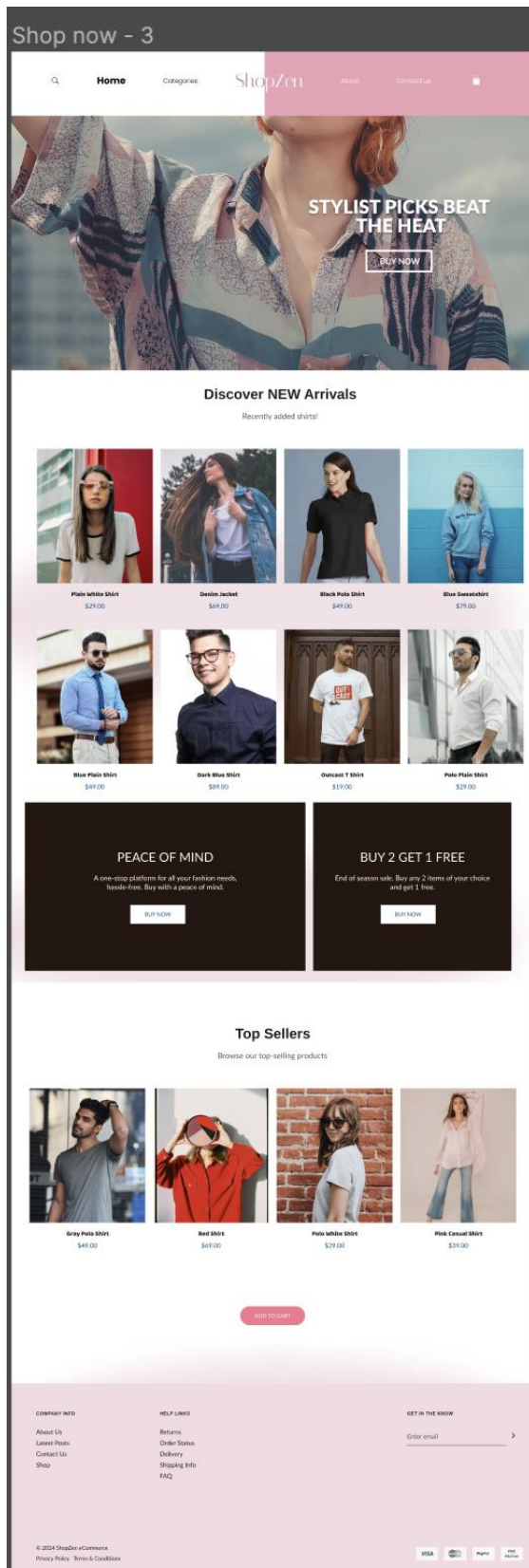*Figure 5.2.3 Landing page*

Figure 5.2.4 Product Highlight
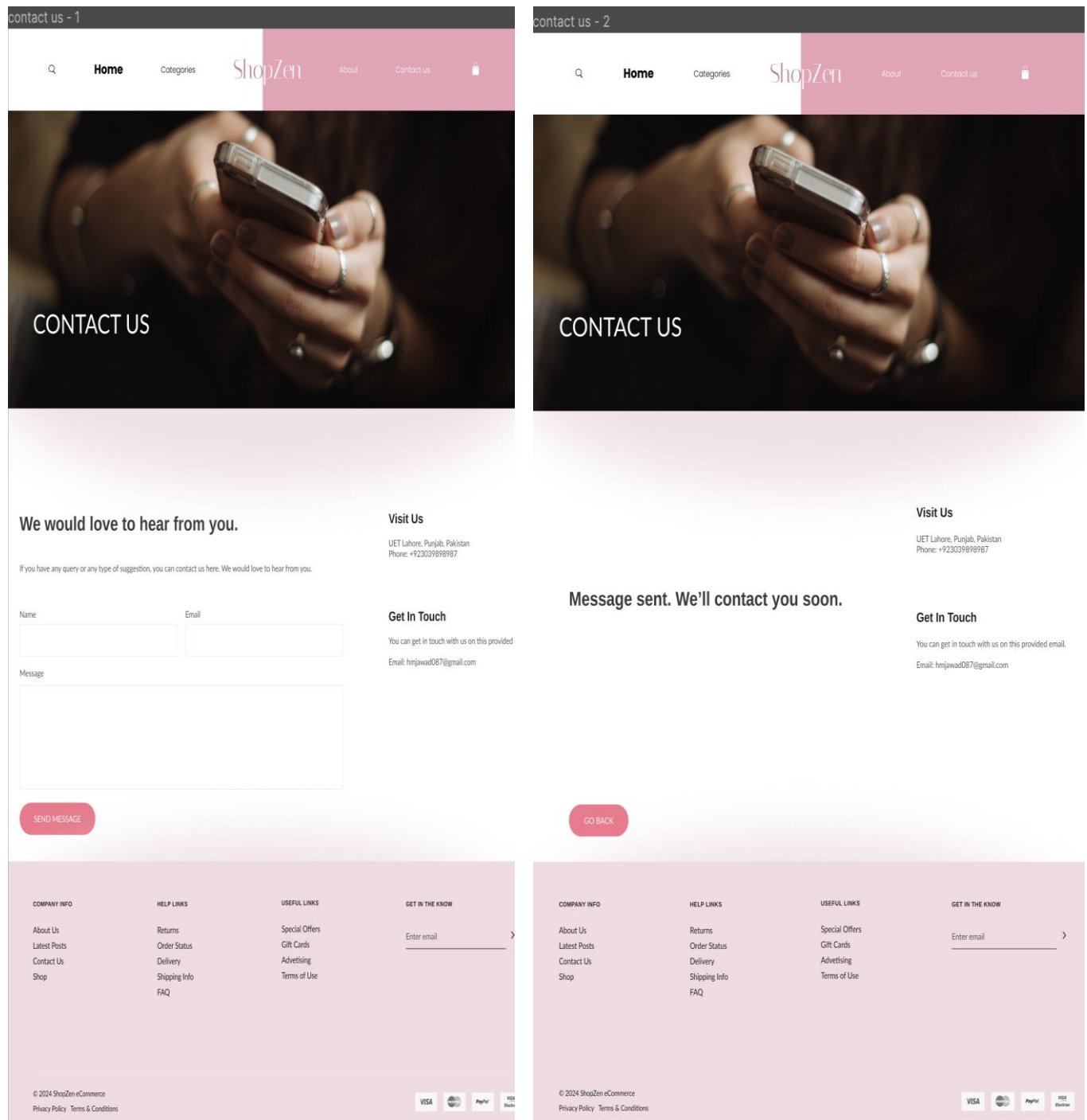
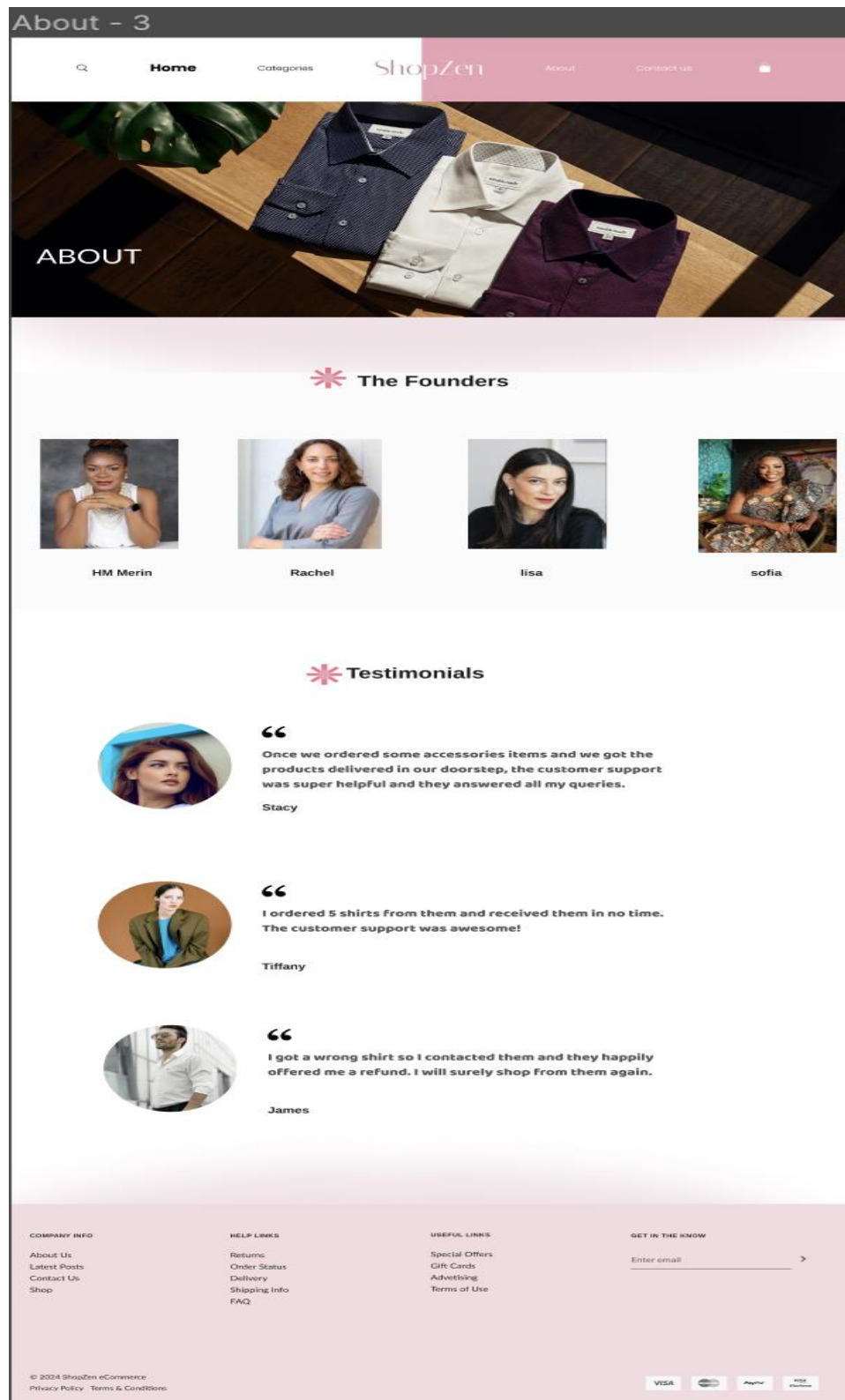*Figure 5.2.5 landing page and shop now*
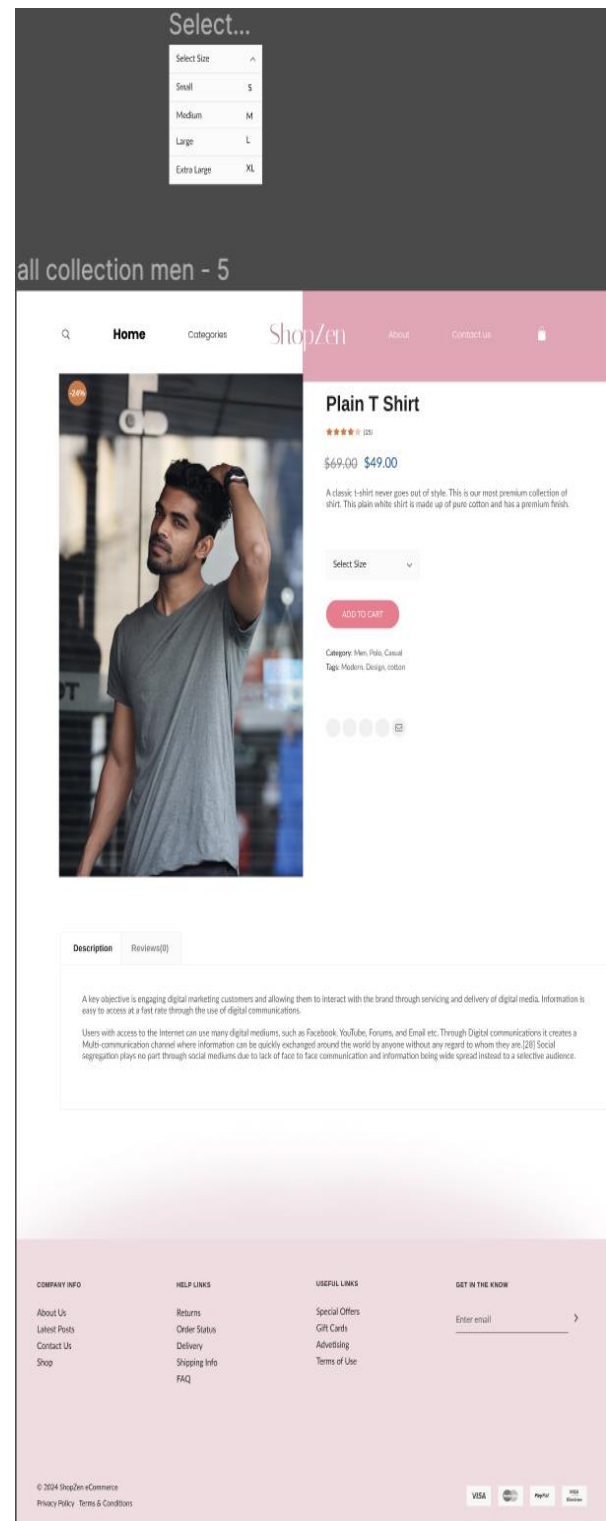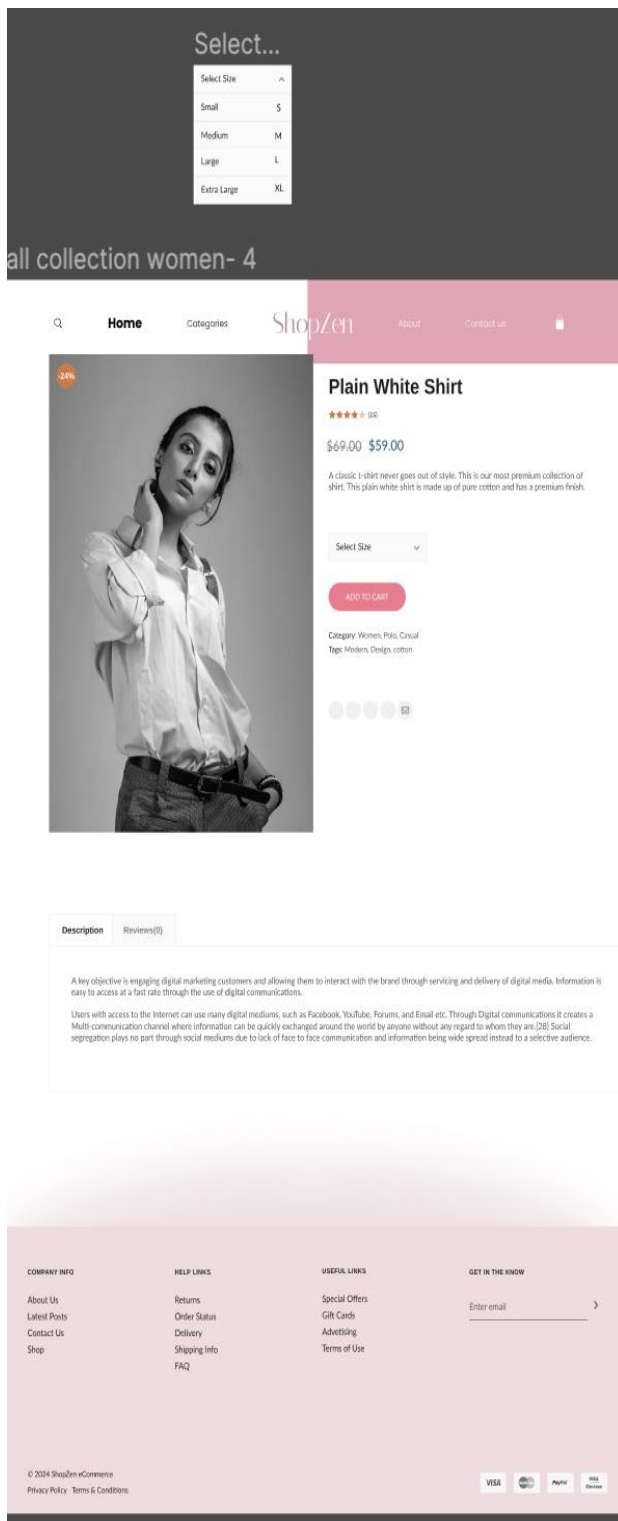
Figure 5.2.6 Contact us

Figure 5.2.7 About us

Figure 5.2.8 All collection for man and women

Figure 5.2.9 Add to cart

procced to checkout- 7

Q   **Home**   Categories   *ShopZen*   About   Contact us

Billing details

Full Name*

Street address*

House number and street name

Town / City*

Phone*

Email address*

Your order

Product	Total
Plain White Shirt	$59.00
Subtotal	$59.00
	$59.00

Cash on delivery. Please contact us if you require assistance or wish to make alternate arrangements.

PLACE ORDER

COMPANY INFO	HELP LINKS	USEFUL LINKS	GET IN THE KNOW
About Us	Returns	Special Offers	Enter email
Latest Posts	Order Status	Gift Cards	
Contact Us	Delivery	Advetising	
Shop	Shipping Info	Terms of Use	
	FAQ		

© 2024 ShopZen eCommerce
Privacy Policy   Terms & Conditions

VISA   mastercard   PayPal   VISA Electron

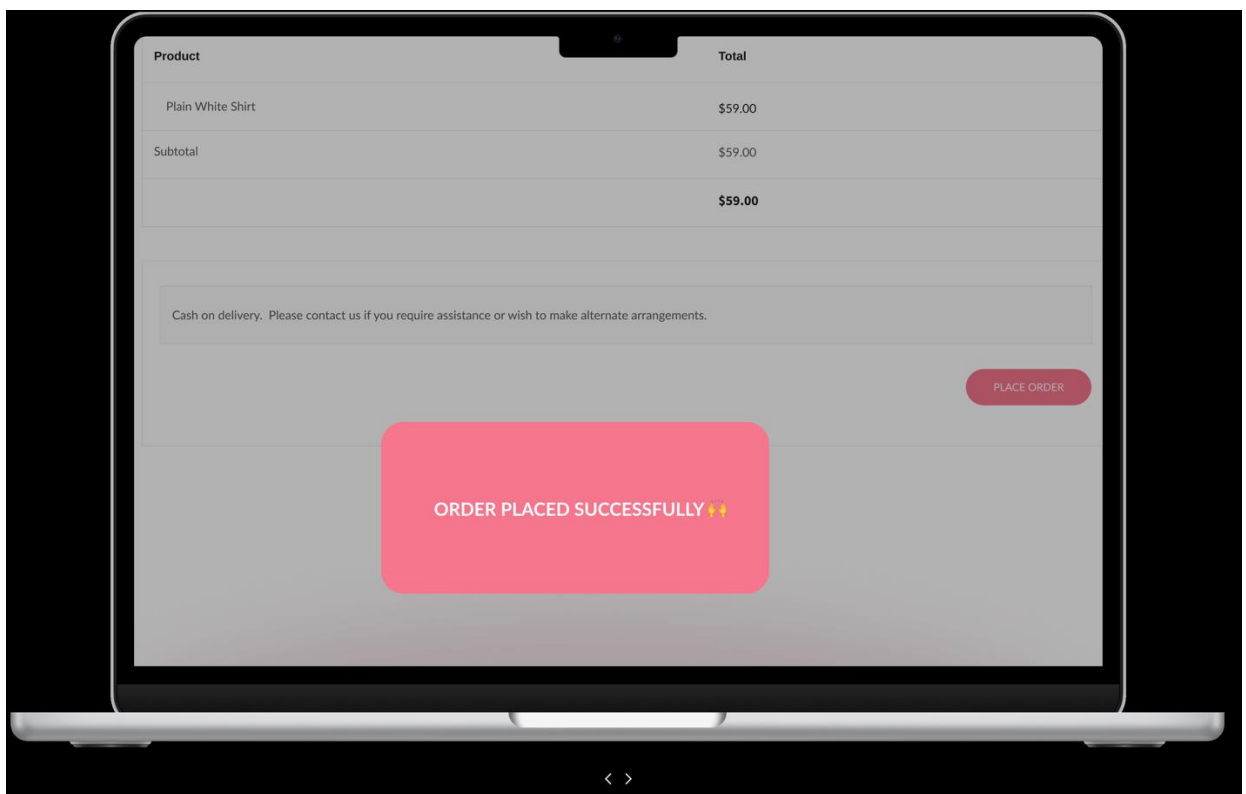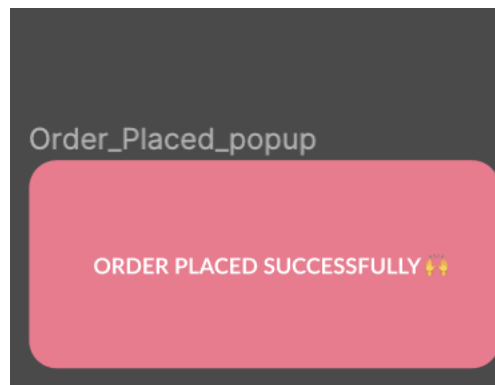*Figure 5.2.10 Proceed to check*

Figure 5.2.11 order placed successfully
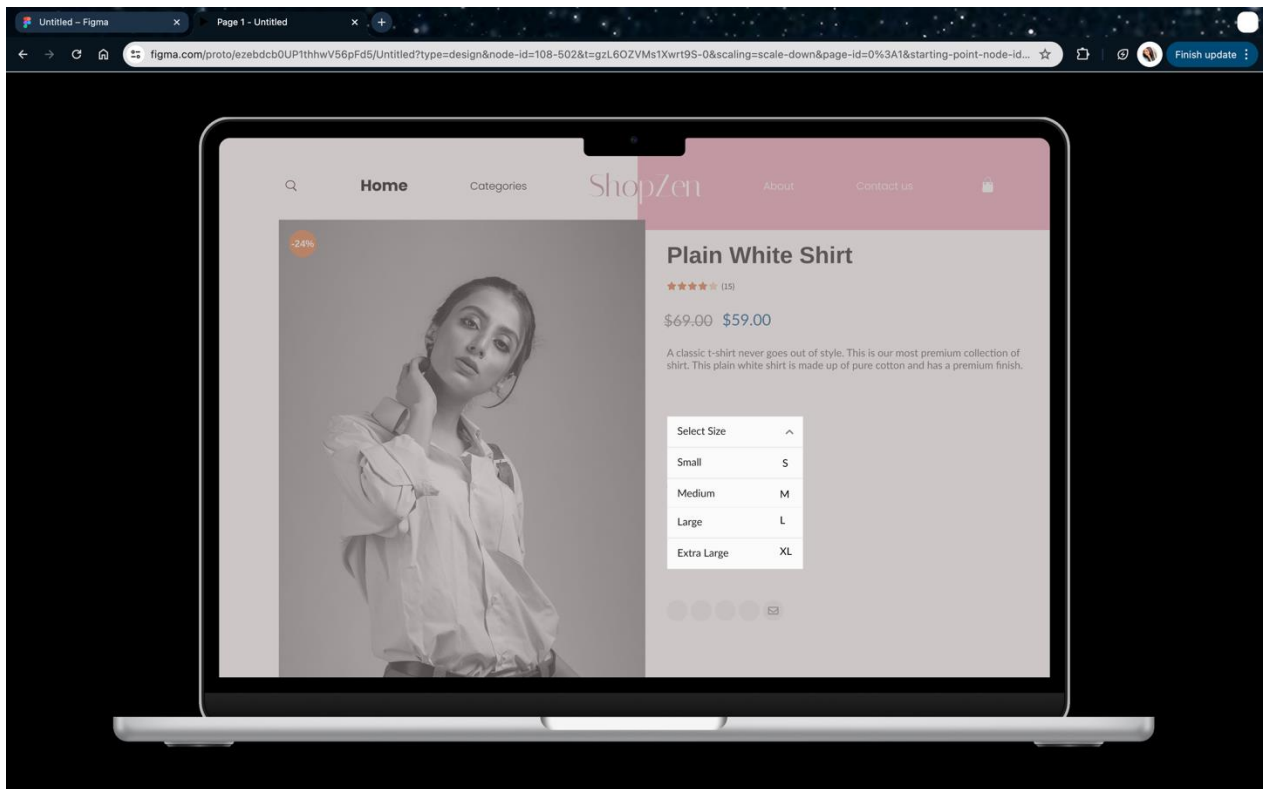
Figure 5.2.12 drop down menu

CHAPTER-6

Testing

6.1 Testing Plan:

- In UI design, testing is a crucial stage that ensures the user interface (UI) you create is not just visually appealing but also functional, user-friendly, and ultimately meets the needs of your target audience.

- **Why is UI Testing important?**
    - In UI design, testing is a crucial stage that ensures the user interface (UI) you create is not just visually appealing but also functional, user-friendly, and ultimately meets the needs of your target audience.
    - Uncovers problems users might encounter while interacting with the interface. This could be anything from unclear navigation to non-intuitive button placements.
    - By addressing usability issues, one can create a smoother and more enjoyable experience for users, leading to higher satisfaction and engagement.

Figure 6.1 UX Design Process

6.2 Testing Strategy:

- A well-defined UI design testing strategy is designer roadmap to creating user interfaces (UIs) that are not just visually appealing but also functional, intuitive, and meet user needs.

    - **Define Your Testing Goals:**

    Who are your target users? Understanding your audience helps tailor testing scenarios for their needs.

    What success metrics will you use? Define how you'll measure the effectiveness of your UI based on testing results (e.g., task completion time, user satisfaction ratings).

6.3 Testing Methods:

- **Usability Testing-**
    Involves real users interacting with the UI and providing feedback on their experience. This can be done through in-person sessions or remote testing tools.

- **A/B Testing-**
    Compares two versions of a UI element (e.g., button design, layout) to see which one performs better with users. This helps data-driven decision making for optimizing the UI.

- **Visual Testing-**
    Focuses on the visual aspects of the UI, identifying inconsistencies in layout, spacing, or color usage. Automated tools can be used for initial checks.

6.4 Plan your Testing Phases:

- **Early-Stage Testing-**
    Use low-fidelity prototypes or wireframes to gather initial feedback on user flow, information architecture, and overall usability.

- **Mid-Stage Testing-**
    Test more refined prototypes with interactive elements to evaluate user interaction with specific functionalities.

- **Pre-Launch Testing-**
    Conduct final testing with a high-fidelity prototype close to the final design to identify any lingering issues before launch.

CHAPTER-7

Conclusion & Future Work

7.1 Conclusion

- **Key Achievements:**
  Designing a successful fashion e-commerce website involves creating an intuitive and visually appealing interface that prioritizes the user experience. Key achievements for UX and UI design for a fashion e-commerce website include:

  - Responsive Design: The website should be optimized for various devices and screen sizes, ensuring a seamless experience for users whether they're on a desktop, tablet, or mobile device.
  - Intuitive Navigation: Clear and straightforward navigation helps users find what they're looking for quickly. This includes well-organized menus, easily accessible search functionality, and clear product categorization.
  - Visual Appeal: High-quality images and aesthetically pleasing layouts help showcase fashion products effectively. This includes using professional photography and design elements that align with the brand's identity.
  - Product Presentation: Detailed product pages with multiple images, zoom functionality, and comprehensive descriptions allow users to get a complete sense of the item before purchasing.
  - Personalization: Tailoring the user experience based on past behavior or preferences can increase engagement and conversion rates. This may include personalized recommendations and customized content.
  - Streamlined Checkout Process: A simple and efficient checkout process reduces cart abandonment rates. This includes minimizing the number of steps, offering guest checkout options, and providing multiple payment methods.
  - User Feedback and Reviews: Integrating customer reviews and ratings on product pages can build trust and help users make informed decisions.

7.2 Future Work

- In the future, UX and UI design for fashion e-commerce websites will continue to evolve to meet the changing needs and preferences of users. Here are some areas that may be the focus of future work:
- Augmented Reality (AR) and Virtual Reality (VR) Experiences: Integrating AR and VR technologies can allow users to virtually try on clothing and accessories, enhancing the online shopping experience and reducing returns.
- AI-Powered Personalization: Leveraging artificial intelligence and machine learning algorithms can further personalize the shopping experience, offering tailored recommendations based on user behavior, preferences, and past purchases.
- Voice and Chatbot Integration: As voice-activated assistants and chatbots become more prevalent, integrating voice search and conversational interfaces can provide users with more convenient and intuitive ways to interact with the website.
- Enhanced Sustainability Features: Future designs may prioritize eco-friendly practices, such as highlighting sustainable fashion options, offering repair or recycling services, and providing information on the environmental impact of products.
- Immersive Product Presentation: Beyond standard product images, immersive 360-degree views, videos, and interactive media can offer users a more in-depth look at products, simulating the in-store experience online.
- Advanced Filtering and Search Options: Providing users with more sophisticated filtering and search tools, such as smart search and voice search, can help them quickly find exactly what they want.

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- https://in.pinterest.com/
- https://www.awwwards.com/
- https://unsplash.com/
- https://www.flaticon.com/
- https://www.pngwin.com