THEME

A Responsive landing page for theme shopping

Figma Ai Ps

ABOUT PROJECT

Everyone loves shopping! But buying the same old patterned shirts, T-shirts is a quiet boring task.

A responsive shopping landing page designed especially for children which hypes them to buy it on the theme based collections we introduced.

THE BRIEF

With the rise in the e-commerce and hundreds of a competitive website, everyone wants UI personalization and the best approach. I thought of taking a look into the existing product and enhance the experience in fair and modes.

To begin with, I needed to build my case. One does not simply start redesigning a product. It takes time to understand users, how they use your product and the problems they have.

The flowchart below outlines the core stages of my redesign process. I chose to take an **Agile Methodology** - an iterative approach, improving the design throughout.

PROJECT OBJECTIVES

I noted down a few primary objectives from the variety of reasons people showered on the existing product like too much information, no clear pricing, size details etc... too cluttered, and so on. I decided to take a different approach redesigning the concept on my own imagination with these objectives.

- Create a simpler look
- Improve the product details page
- Reduce more informations
- Provide better content

PROJECT TIMELINE

RESEARCH	COMPETITIVE ANALYSIS	UI STYLES
Research on the product and competitive analysis	Competitive analysis	Mood board, Color palette, Typography, Iconography, Design Ideas

DAY 1 09am-12pm | 01pm-04pm | 05pm-09pm

MID-FIDELITY WIREFRAMES	RESPONSIVENESS
Designed mid-fidelity wireframes based on the research and competitive analysis. Wireframes for Desktop, Tablet and Mobile	Made sure the layout looks good on all the devices

DAY 2 09am-12pm | 01pm-04pm | 05pm-09pm

RESPONSIVENESS	HIGH-FIDELITY DESIGN
Made sure the layout looks good on all the devices	Designed the UI of the Desktop, Tablet and Mobile

DAY 3 09am-12pm | 01pm-04pm | 05pm-09pm

GRID SYSTEM.

DESKTOP

Width: 1366px
Grid Columns: 12
Gutter width: 24px
Margin width: 112px
Grid type: Stretch

TABLET

Width: 834 x 1194px (Landscape mode)
Grid Columns: 8
Gutter width: 24px
Margin width: 57px
Grid type: Stretch

MOBILE

Width: 360px
Grid Columns: 4
Gutter width: 24px
Margin width: 16px
Grid type: Stretch

MID - FIDELITY WIREFRAMES

HIGH - FIDELITY DESIGNS

Responsive Design

Based on the approved mid-fidelity wireframes, final digital mockups for all the screens in 3 different sizes (Desktop, Tablet and Mobile) were designed.

Each of the screens were crafted following the design style and the user needs described in various competitive products.

UI KITS

Color Style

Typography

Procrastinating Pale

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

Procrastinating Pale

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Heading1	BOLD	- 36px, 64px, 62px
Paragraph	Medium	- 18px
	SemiBold	- 24px

Iconography

Sliding Navigation Icons

Header Icons

Membership Info Icons

UI PROTOTYPE

RECOLLECT

What I Have Learnt

- We have come to an end, I would like to recall what I have done. Learning from the past (work) is the best practice. And I hope that I have completed my objectives with a neat UI.
- Completing the designs within three days including responsive was a bit challenging but enjoyable too.
- Design, Design, Re-Design until you get a satisfaction.
- Make UI simpler, reduce more datas.
- Agile Methodology - a shortcut or a best way to get a better outcome.

THANK YOU

FOR YOUR TIME