

DesiWear E-Business Prototype Report

1 Introduction

DesiWear, a distinguished brand synonymous with authentic traditional Pakistani clothing recognizes the need for the establishment of a robust online presence, which is paramount for its brand to expand beyond their reach. Its vision extends beyond merely selling garments; it aspires to share the rich cultural heritage, intricate craftsmanship, and timeless elegance inherent in Pakistani attire with a wider, discerning audience.

This report outlines the strategic and design framework for an e-business prototype for DesiWear, meticulously crafted to achieve this vision. The primary objective is to facilitate DesiWear's digital transformation by creating a seamless, secure, and highly engaging online shopping experience. This e-commerce platform is envisioned as more than just a transactional website; it will be a digital extension of the DesiWear brand, embodying its commitment to quality, authenticity, and customer excellence.

The solution prioritizes user-centric design principles, adheres to established e-commerce best practices, and integrates a comprehensive online strategy encompassing search engine optimization (SEO), social media engagement, and customer retention. By focusing on these core pillars, the prototype aims to:

- Drive organic traffic through targeted SEO strategies
- Foster strong customer relationships via engagement initiatives
- Convert browsers into loyal patrons through optimized user experiences
- Ensure sustained success in the competitive global digital fashion landscape

2 Online Fashion Store Prototype

2.1 Approach to Design

The design philosophy underpinning the DesiWear online store prototype is firmly rooted in **User-Centered Design (UCD)** principles. This methodology emphasizes understanding the target audience's needs, behaviors, and preferences throughout the design process to create an intuitive and satisfying user experience.

Wireframing served as the foundational tool, allowing for rapid iteration and refinement of the website's skeletal structure before visual styling was applied. The process incorporated:

- Comprehensive analysis of typical e-commerce user journeys
- Mobile-first design approach to accommodate growing mobile shopping trends
- Meticulous attention to button placement and content hierarchy
- Seamless navigation and compelling visual presentation

2.2 Wireframe Diagrams and Design Choices

2.3 Homepage Wireframe

The homepage serves as the digital storefront, designed to make a strong first impression while efficiently guiding users to key product categories.

Design Structure

Header

- **Logo:** Prominently placed in the top-left corner for immediate brand recognition.
- **Navigation Menu:**

LOGO

INDIAN CLOTHES

NEW ARRIVALS

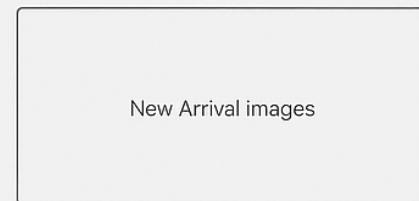
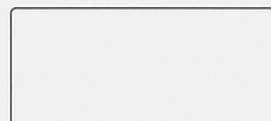
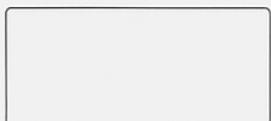
SAREES



HERO IMAGE

SHOP NEW COLLECTION

Trending/Products (adjacent to another Wedding Lehengas) image on left)



New Arrival images

Key Categories

Sarees

Salwar Suits

Kameez

Lehengas

Best Sellers



Blog Post

Blog Post

Faburdha

Categories

Info

Top Searches

Email talkae

Subscribe

Contact Information

email@email



Footer

- Desktop: Horizontally centered menu with main categories (e.g., "Indian Clothes," "New Arrivals," "Sarees").
- Mobile: Compact "hamburger menu" icon next to the logo.
- **User Utilities:** Icons for "Account," "Wishlist," and a "Search" bar (which expands on click) are placed in the top-right.
- **Shopping Cart:** A prominent "Shopping Cart" icon with an item count is positioned in the top-right. On hover, it displays a pop-up summary of cart contents.

Hero Section

- A large, high-definition image of a Desi woman wearing exquisite traditional attire dominates the "above the fold" area.
- A clear "Shop New Collection" Call-to-Action (CTA) button.

Product Showcase/Category Highlights

- **Trending Products:** Positioned next to "Wedding Lehengas" images.
- **New Arrival Images:** A dedicated horizontal section.
- **Key Categories:** A row of images linking to categories like "Sarees," "Salwar Suits," "Kameez," and "Lehengas."
- **Best Sellers:** A section showcasing top-performing products in a grid or carousel.

Social Proof Engagement

- **Customer Reviews:** A dedicated section with rotating testimonials.
- **Blog Section:** Displaying three recent stories (e.g., styling guides, cultural insights).

Footer

- **Categories:** Mirroring main navigation.
- **Info:** Links to "Login," "Create Account," "My Wishlist," "About Us," "Contact Us," etc.
- **Top Searches:** Links for SEO and quick navigation.
- **Privacy Policy:** Links to "Terms and Condition," "Privacy Policy," "FAQ," "Return Policy."
- **Newsletter:** Signup field.
- **Contact Information:** Email address.
- **Social Media:** Icons for Facebook, X, Pinterest, Instagram, YouTube, TikTok.
- **WhatsApp:** Logo for direct customer service.
- **Payment Methods:** Icons for VISA, Mastercard, PayPal, Skrill.

Justification of Design Choices

- **User Experience (UX):** The clear hierarchy, intuitive navigation, prominent CTAs, and easy access to key utilities enhance usability.
- **Aesthetics:** High-quality imagery in the hero section and product showcases sets the brand tone. A clean, organized layout prevents visual clutter.
- **E-commerce Best Practices:** Strategic placement of new arrivals, bestsellers, and sale items drives sales. Social proof (reviews) builds trust. A comprehensive footer aids navigation and SEO.

2.4 Product Listings Page Wireframe

Description: This page displays a collection of products based on a category or search results, facilitating efficient Browse and filtering.



Home > Indian Clothes > Sarees

Sarees

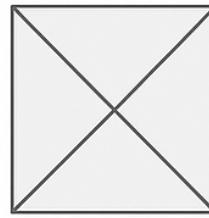
FILTERS

- Price
- Size
- Color
- Fabric
- Occasion
- Embellishment
- Brand

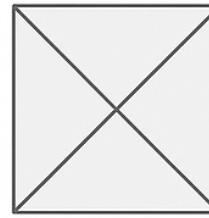
Apply Filters

Filters

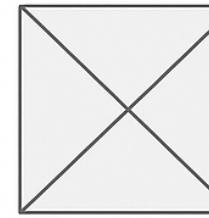
Sort by ▾



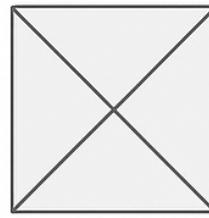
Product Name
\$0.00



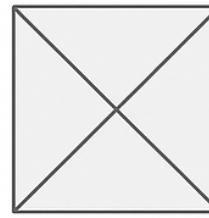
Product Name
\$0.00



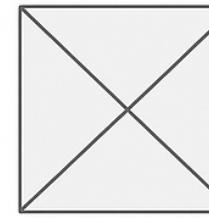
Product Name
\$0.00



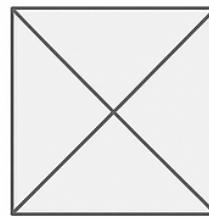
Product Name
\$0.00



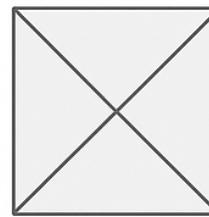
Product Name
\$0.00



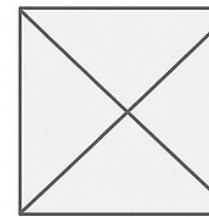
Product Name
\$0.00



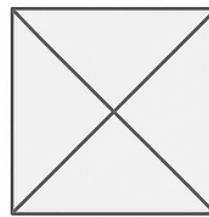
Product Name
\$0.00



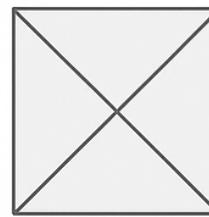
Product Name
\$0.00



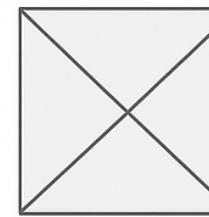
Product Name
\$0.00



Product Name
\$0.00



Product Name
\$0.00



Product Name
\$0.00

Header Footer: Consistent with the Homepage.

Breadcrumbs: Located just below the header (e.g., Home > Indian Clothes > Sarees) for clear navigation.

Page Title: A prominent title indicating the current category or search results (e.g., "Sarees").

Filtering and Sorting:

- **Left Sidebar for Filters:** A dedicated left sidebar houses expandable/collapsible sections for refining results by "Price," "Size," "Color," "Fabric," "Occasion," "Embellishment," and "Brand." An "Apply Filters" button is present if changes are not instant.
- **"Sort By" Dropdown:** Positioned above the product grid, offering options like "Price (Low to High)," "Newest Arrivals," "Bestsellers."

Product Grid/Display Area:

- **Desktop View:** Displays a minimum of 3 products per row.
- **Mobile View:** Adapts to a maximum of 2 products per row, ensuring readability and tapability.
- **Each Product Card:** Features a large, high-quality product image, clear product name, and prominently displayed price (with sale price if applicable). Optional subtle "Quick Add to Cart" and "Wishlist" icons may appear on hover.

Navigation Controls: "Load More" functionality or infinite scroll at the bottom of the product grid for seamless Browse without explicit pagination clicks.

Justification of Design Choices:

- **UX:** The left sidebar for filters offers immediate visibility and comprehensive options, crucial for complex product catalogs like traditional clothing. The responsive product grid (3 on desktop, 2 on mobile) optimizes visual appeal and usability across devices. "Load More" enhances seamless Browse.

- **Aesthetics:** A clean grid layout with consistent product card design maintains visual appeal.
- **E-commerce Best Practices:** Robust filtering and sorting are essential for discoverability and user satisfaction on product listing pages, reducing bounce rates. The responsive design ensures a consistent experience on any device.

2.5 Product Details Page Wireframe

Description: This page provides comprehensive information about a single product to inform the customer's purchase decision.

Header Footer: Consistent with other pages.

Breadcrumbs: Located just below the header (e.g., Home > Indian Clothes > Sarees > [Product Name]).

Product Image Gallery:

- A large main image area showcasing high-resolution model shots from various angles.
- A vertical strip of smaller image thumbnails (left or below main image) for different views and close-ups of intricate details (embroidery, fabric texture).
- Zoom functionality (e.g., on hover or click) is indicated.

Product Information Block (right of images, above fold):

- **Product Name:** Prominently displayed.
- **Price:** Bold and clear (with struck-out original price if on sale).
- **Rating/Reviews Summary:** Star rating and number of reviews with a link to read all.
- **Availability/Stock Status:** "In Stock," "Low Stock."
- **Key Attributes/Variant Selectors:** Clear options for "Size" (dropdown/buttons with "Size Guide" link), "Color" (swatches), and potentially "Fabric" (dropdown).

logo

Search

Cart



Home > Indian Clothes > Sarees > [Product Name]



Product Name

Price

★★★★★ 5.4 (Read all reviews)

Availability

Size ▼

Color ▼

- 1 +

Size Guide

Add to Cart

Heart Wishlist

Buy Now

Product Story

Specifications

Shipping & Returns

Customer Reviews >

★★★★★

Customer Reviews

★★★★★

▼



You Might Also Like

Footer

- **Quantity Selector:** Input field with + and - buttons.
- **"Add to Cart" Button:** Large, prominent, and distinctively colored (primary CTA).
- (Optional) **Wishlist Button.**
- (Optional) **Quick Payment Buttons** (e.g., "Buy Now").

Detailed Product Description Specifications (Long Scrolling):

- Organized into sections with clear headings below the main product info block:
 - **"Product Story":** Narrative text on design inspiration, cultural significance.
 - **"Specifications":** Bullet points/table for material, embellishments, measurements, care instructions, included components, country of origin.
 - **"Shipping Returns" (Summary):** Concise information with a link to the full policy.
 - **"Customer Reviews":** Full customer reviews, star ratings, and "Write a Review" option.

Cross-selling/Up-selling: A "You Might Also Like" or "Complete the Look" section with recommended for products.

Trust Service Elements: Payment method icons and security badges displayed prominently.

Justification of Design Choices:

- **UX:** Model shots provide crucial visual context for fashion. Intuitive attribute selection and a prominent "Add to Cart" button streamline the purchase decision. Long-scrolling detailed content provides all information without extra clicks.
- **Aesthetics:** High-resolution model shots and a clean layout are essential for showcasing intricate traditional wear.
- **E-commerce Best Practices:** Comprehensive product information, transparent pricing, social proof (reviews), and clear CTAs are vital for conversion. The trust elements reduce purchase anxiety.

2.6 Shopping Cart Page Wireframe

Description: This page allows users to review selected items before proceeding to checkout, designed for clarity and easy editing.

Header Footer: Consistent with other pages.

Breadcrumbs: Showing progress (e.g., Home > Cart > Checkout).

Page Title: "Your Shopping Cart."

Cart Items Display: A clear, vertically stacked list of items:

- **Each item row:** Small product image thumbnail (clickable to PDP), Product Name (clickable to PDP), Selected Attributes, Price Per Item, Quantity Selector (+/- buttons), Subtotal for Item, and a clear "Remove" action.

"Update Cart" Button: A prominent button positioned below the list of cart items, allowing users to explicitly confirm quantity or removal changes.

Cart Summary Section (right sidebar on desktop/below items on mobile):

- **Subtotal**
- **Shipping Estimate link**
- **Discount Code/Promo Code input field**
- **Grand Total** prominently displayed.

Call-to-Action (CTA) Buttons:

- Less prominent "**Continue Shopping**" button.
- Highly prominent, distinctively colored "**Proceed to Checkout**" button (primary CTA).

Your Shopping Cart

Product Name Selected Attrir- butes	Price pr item	Subtotal
	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	Shipping estimate
	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	Discount Code
	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	Grand Total
	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	Grand Total
Proceed to Checkout		
Continue Shopping Easy returns within 14 days.		

Update Cart

Continue Shopping

Figure 4: Shopping Cart Wireframe

Trust Reassurance Elements:

- **Payment method icons** (VISA, Mastercard, PayPal, Skrill) placed near the "Proceed to Checkout" button.
- **Security badges** (e.g., SSL Secured) in the same area.
- A short reminder link to the "**Return Policy**" on the page (e.g., "Easy returns within 14 days.").

Justification of Design Choices:

- **UX:** Clickable product names/images allow for easy review. The explicit "Update Cart" button provides users with more control over their order, building confidence.
- **Aesthetics:** A clean, scannable list format for cart items.
- **E-commerce Best Practices:** Transparency in pricing, clear item review, and prominent CTAs are crucial for minimizing cart abandonment. Placing trust elements near the checkout button reassures customers about security.

2.7 Checkout Page Wireframe

Description: The final, streamlined, and secure multi-step process for completing a purchase.

Simplified Header: Just the DesiWear Logo and a "Help" or "Contact Us" link to minimize distractions and keep focus on conversion.

Checkout Progress Indicator: Clearly visible at the top (e.g., "Shipping > Payment > Review Order").

Main Content Area - Checkout Steps:

- **Step 1: Shipping Information:**

[Shipping](#)[Payment](#)[Review Order](#)

Continue as Guest

[Continue as Guest](#)

Full Name

Email

Phone

Address

City

State

Postal Code

Country

Order

3 Items

Subtotal

Shipping

Total

- **Guest Checkout Option:** Prominent choice to "Continue as Guest" or "Login" for existing users.
 - **Form fields** for Full Name, Email, Phone, Address, City, State, Postal Code, Country.
 - "**Continue to Shipping Method**" button.
- **Step 2: Shipping Method:**
 - **Radio buttons** for various shipping options (Standard, Express, International, Local Pickup if applicable) with clear delivery times and costs.
 - "**Continue to Payment**" button.
- **Step 3: Payment Information:**
 - **Radio button** for "Credit/Debit Card (Visa, MasterCard)."
 - **Input fields** for Card Number, Cardholder Name, Expiry Date (MM/YYYY), CVV/CVC.
 - **Checkbox** for "Billing address same as shipping address."
 - **Prominent Security Badges:** SSL padlock, payment processor logos (Visa Secure, MasterCard SecureCode) displayed near payment fields.
 - "**Continue to Review Order**" button.
- **Step 4: Review Order:**
 - **Comprehensive summary** of products (small image, name, quantity, price).
 - **Summary** of shipping address and chosen shipping method.
 - **Summary** of chosen payment method (e.g., "Credit Card ending in ****1234").
 - **Prominent Order Total Breakdown:** Subtotal, Shipping, Discount, and Grand Total.
 - **Mandatory "Terms Conditions"** checkbox with a clickable link to the policy.
 - **Final, highly prominent "Place Order" / "Complete Purchase"** button.

Order Summary Sidebar (Persistent): A simplified, static sidebar or collapsible section showing product count, subtotal, shipping cost, and running total.

Back/Edit Links: Discreet links at each step to allow users to navigate back to previous sections.

Justification of Design Choices:

- **UX:** Simplified header and progress indicator maintain focus. Guest checkout reduces friction. Clear form fields and step-by-step guidance enhance usability.
- **Aesthetics:** Clean, uncluttered layout to minimize cognitive load.
- **E-commerce Best Practices:** Maximizing conversion through guest checkout, transparent pricing, strong security reassurance (crucial at payment step), and a clear final review. Minimizing distractions is paramount for checkout.

3 Online Strategy

3.1 Search Engine Optimization Plan

DesiWear's SEO strategy focuses on maximizing organic visibility through:

- Comprehensive keyword research
- On-page optimization (title tags, meta descriptions)
- Technical SEO (site speed, mobile-friendliness)
- Content marketing and local SEO

3.2 Social Media Integration

A visual, women-focused strategy leveraging:

- Instagram for visual storytelling
- Facebook for community building
- Pinterest for fashion inspiration
- TikTok for reaching younger audiences

3.3 Customer Engagement Plan

Strategies to build long-term relationships:

- Email marketing campaigns
- Loyalty programs with tiered rewards
- Exceptional customer service standards
- User-generated content initiatives

3.4 Performance Metrics

Key performance indicators include:

Table 1: Key Performance Metrics

Metric Category	Specific Metrics
Traffic & Reach	Organic search traffic, social media reach
Sales & Revenue	Conversion rate, average order value
User Engagement	Time on site, cart abandonment rate
Customer Satisfaction	Reviews, repeat purchase rate

4 Conclusion

This comprehensive e-business prototype positions DesiWear for successful digital expansion while maintaining its commitment to cultural authenticity and customer excellence. By implementing the outlined design solutions and strategic initiatives, DesiWear can effectively transition from a traditional retail model to a robust omnichannel presence, reaching broader audiences and driving sustainable growth in the competitive online fashion marketplace.

The prototype's success will be measured through continuous monitoring of key performance indicators, with regular optimizations to enhance user experience, increase conversion rates, and strengthen customer loyalty over time.

5 Screenshots

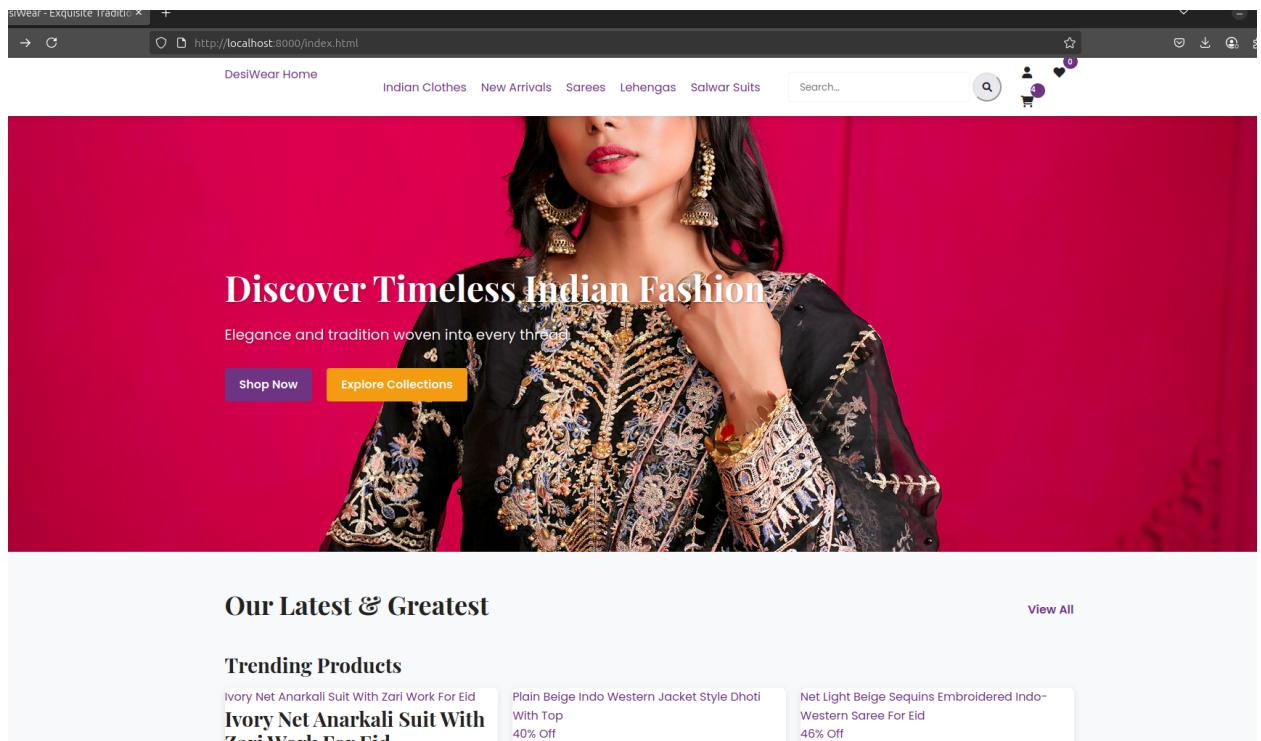


Figure 6: Homepage View 1

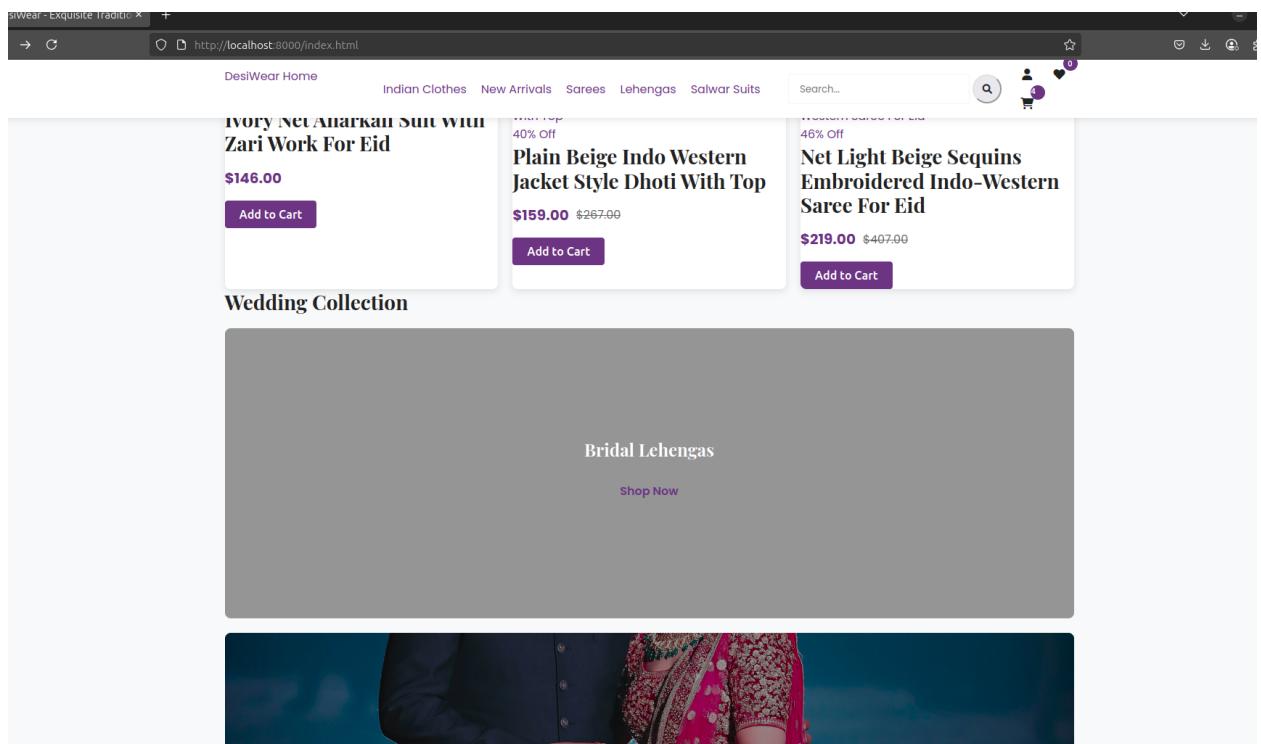


Figure 7: Homepage View 2

The screenshot shows the DesiWear website homepage. At the top, there is a navigation bar with links for Indian Clothes, New Arrivals, Sarees, Lehengas, Salwar Suits, and a search bar. A user icon with a notification count of 0 is visible. A modal window titled "Screenshot Just now" is open, displaying a message: "Screenshot captured You can paste the image from the clipboard." Below the navigation, a section titled "New Arrivals" is displayed. It features three products:

- Women Ethnic Embellished Gold Jutti**: \$92.00 (was \$110.00). 22% Off. Add to Cart.
- Pale Pink Sherwani Mala Layered with Pearl and Kundan**: \$39.00 (was \$60.00). 22% Off. Add to Cart.
- Sage Green Silk Resham Embroidered Men's Jutti**: \$92.00 (was \$110.00). Add to Cart.

Figure 8: Homepage View 3

The screenshot shows the DesiWear website homepage. At the top, there is a navigation bar with links for Indian Clothes, New Arrivals, Sarees, Lehengas, Salwar Suits, and a search bar. A user icon with a notification count of 0 is visible. Below the navigation, there are four promotional banners:

- Sarees**: Traditional & Contemporary Styles. Shop Now →
- Salwar Suits**: Elegant & Comfortable. Shop Now →
- Kameez**: Modern & Traditional. Shop Now →
- Lehengas**: For Weddings & Special Occasions. Shop Now →

Below these banners, a section titled "Best Sellers" is displayed. It features three products:

- Gold Stone Earing And Necklace Set**: \$39.00 (was \$60.00). 36% Off. Add to Cart.
- Georgette Pastel Dark Blue Embroidered Straight Cut Suit**: \$133.00 (was \$166.00). 20% Off. Add to Cart.
- Georgette Embroidered Plum Purple Straight Cut Sharara Suit**: \$126.00 (was \$182.00). 31% Off. Add to Cart.

Figure 9: Homepage View 4

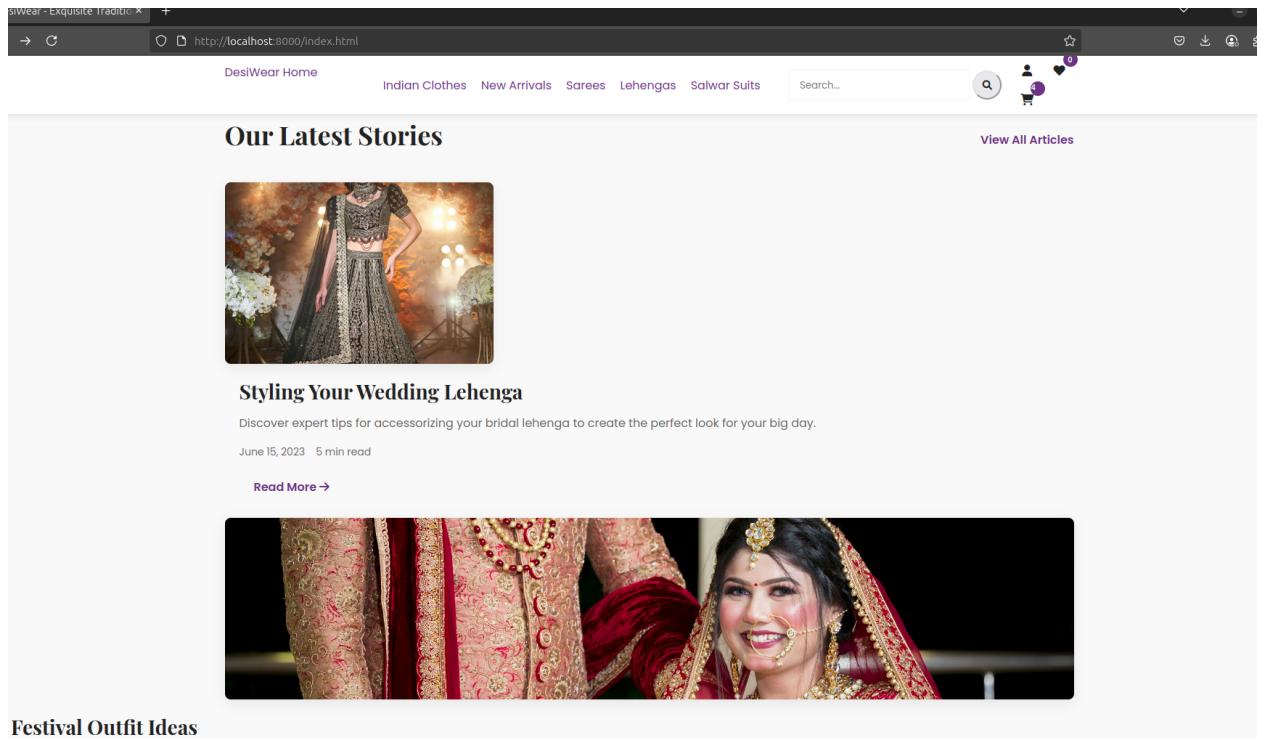


Figure 10: Homepage View 5

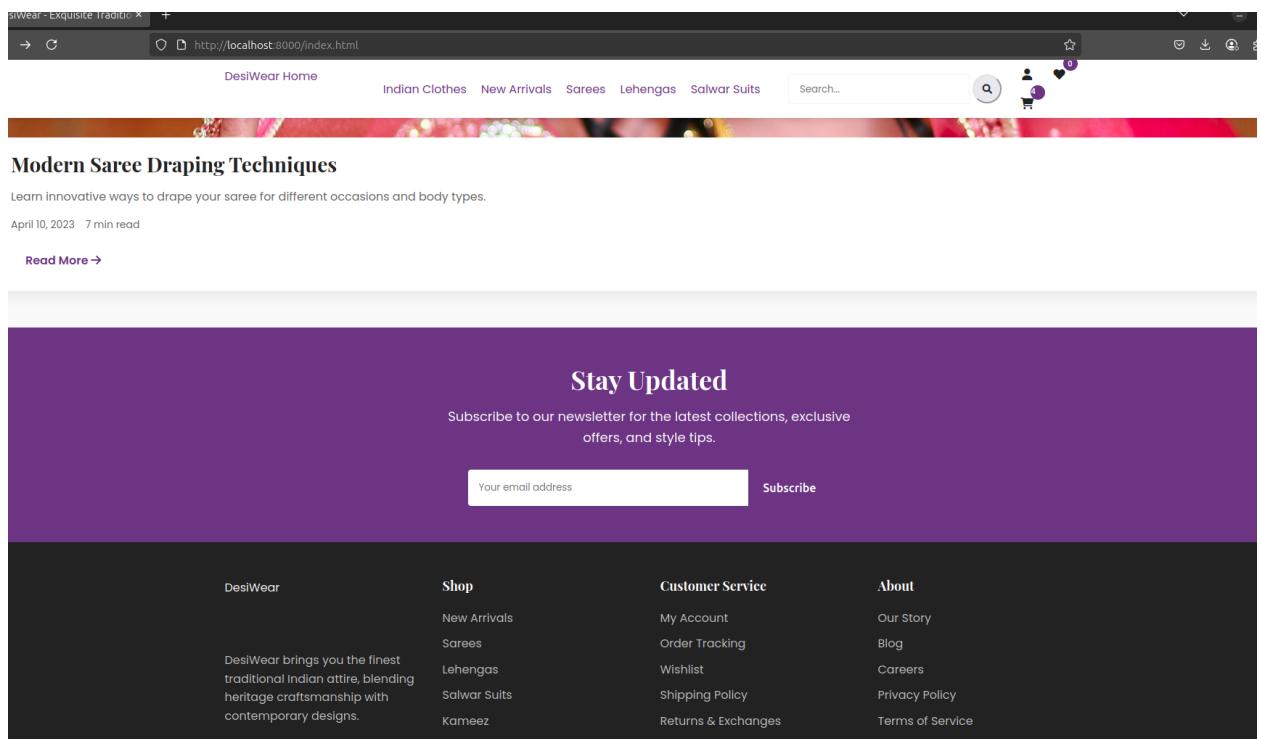


Figure 11: Homepage View 6

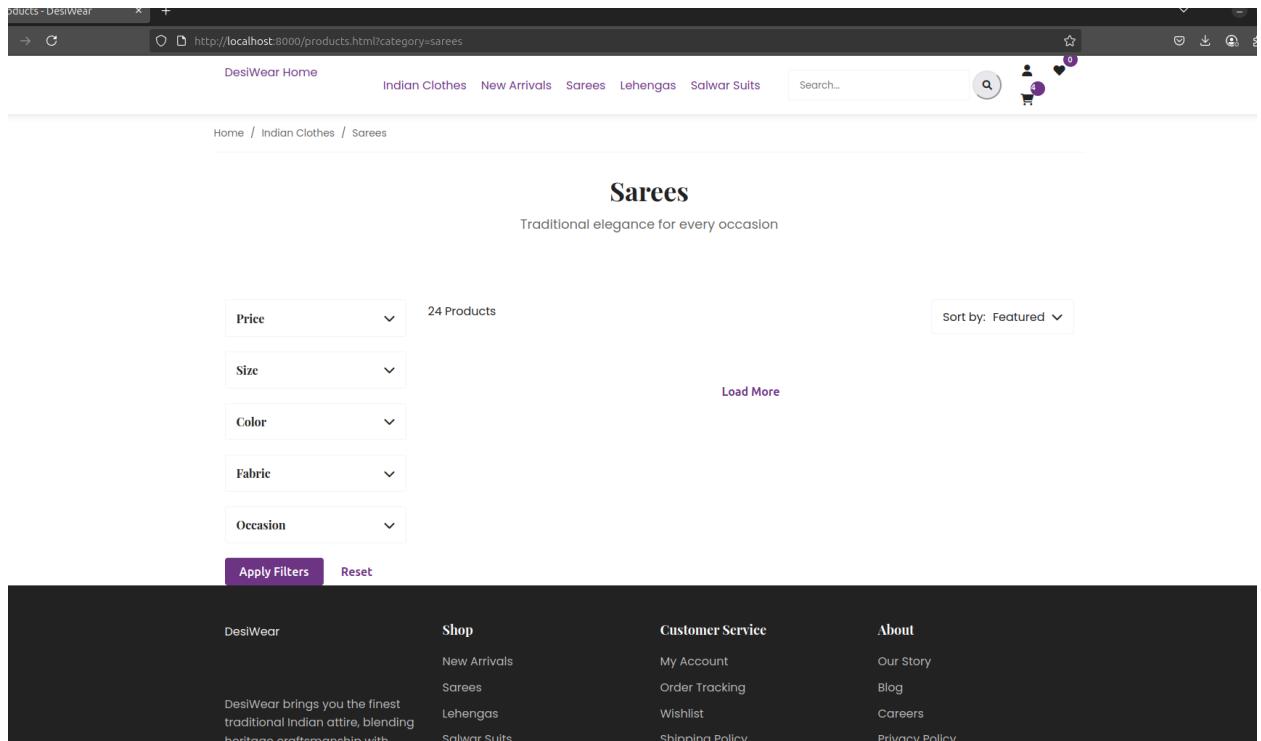


Figure 12: Product Listing Page

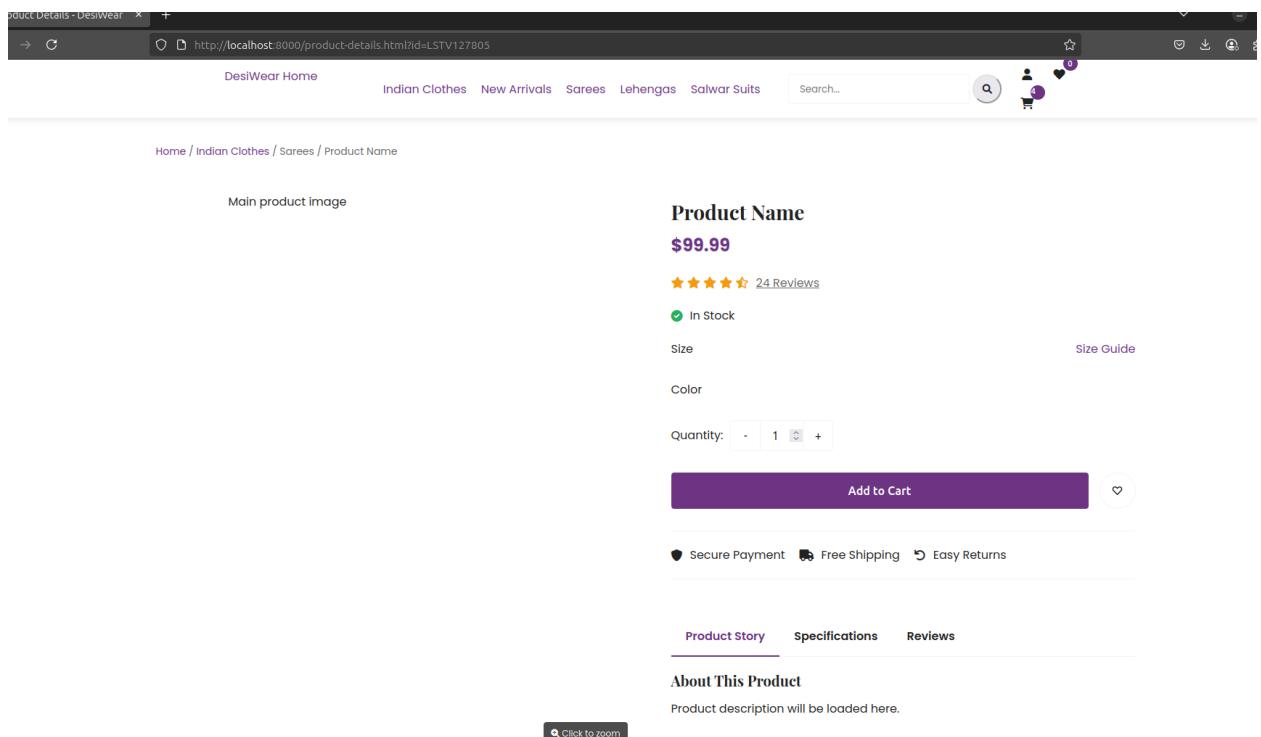


Figure 13: Product Details Page

The screenshot shows the 'Your Shopping Cart' page on the DesiWear website. At the top, there's a navigation bar with links for Indian Clothes, New Arrivals, Sarees, Lehengas, Salwar Suits, and a search bar. A user profile icon indicates 1 item in the cart.

The main content area displays two items:

- Product Name:** Red Anarkali Gown
Color: red, Size: M
Price: \$49.99 **Qty:** 1 **Subtotal:** \$49.99
- Product Name:** Another Product
Color: blue, Size: L
Price: \$39.99 **Qty:** 1 **Subtotal:** \$79.98

Below the items are buttons for **Update Cart** and **Continue Shopping**.

The **Order Summary** section shows the following breakdown:

	\$129.97
Subtotal	\$129.97
Estimated Shipping	\$5.00
Total	\$129.97

A **Promo Code** input field is available with an **Apply** button. Below the summary, a **Secure Checkout** button is present, along with a note about easy 7-day returns and a [View policy](#) link.

The footer contains links for DesiWear, Shop (New Arrivals, Sarees, Lehengas), Customer Service (My Account, Order Tracking, Wishlist), and About (Our Story, Blog, Careers). A note states: "DesiWear brings you the finest traditional Indian clothing, accessories & more."

Figure 14: Shopping Cart Page

The screenshot shows the 'CHECKOUT - DesiWear' page, currently at the **Shipping** step. The URL is <http://localhost:8000/checkout.html>. The top navigation bar includes links for Help / Contact and a user profile icon.

The main content area is divided into two sections:

- Shipping Information:** This section contains fields for Full Name, Email Address, Phone Number, Address, City, State, Postal Code, and Country. Buttons for **Continue as Guest** and **Login** are also present.
- Order Summary:** This section displays the total amount: **\$129.97**.

At the bottom of the page, there's a **Continue to Shipping Method** button.

Figure 15: Checkout Page