

Introduction

This e-commerce platform is made for fashion lovers, providing an easy and enjoyable online shopping experience. The goal of this project was to design a user-friendly interface that improves how people browse, find, and buy fashion items.

Problem Statement

In a crowded fashion e-commerce market, it's important to create a unique experience. The challenge was to design a user-friendly and engaging interface that makes shopping easier and showcases the brand's style and values.

Objectives

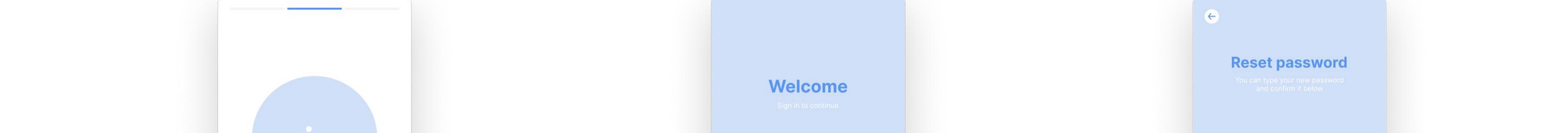
The project aims to create an easy-to-use and attractive e-commerce platform that improves the online shopping experience for fashion lovers. I want to make it simpler for users to browse, choose, and buy fashion items by focussing on a smooth user journey.

The platform will have a clean, modern design that showcases products well, offers simple navigation, and ensures smooth transactions. Features like personalised recommendations, effective search options, and an easy checkout process will be included to boost engagement and sales.

Iconography



Colorography



Typography

**The quick brown
for jumps over
the lazy dog**

Inter Bold

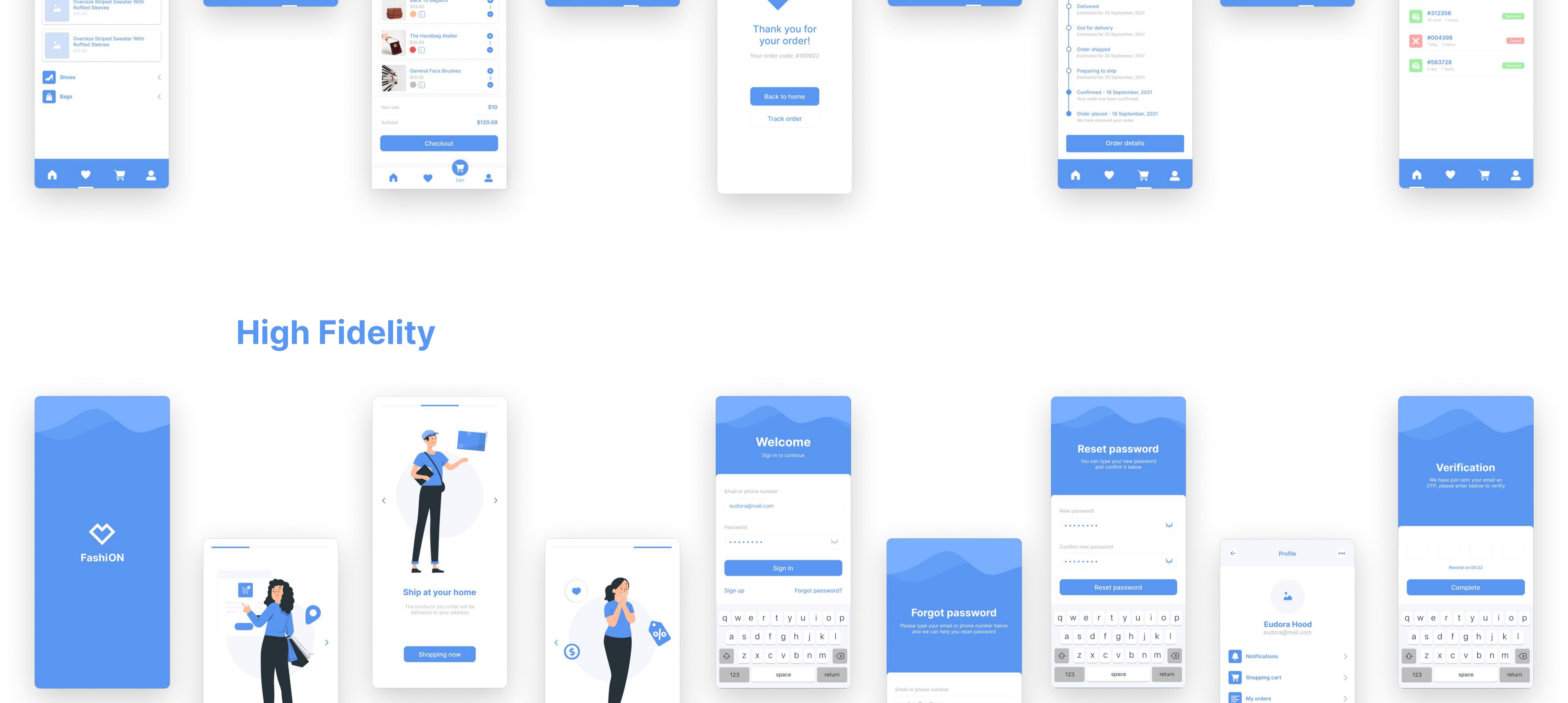
**The quick brown
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Inter Semi Bold

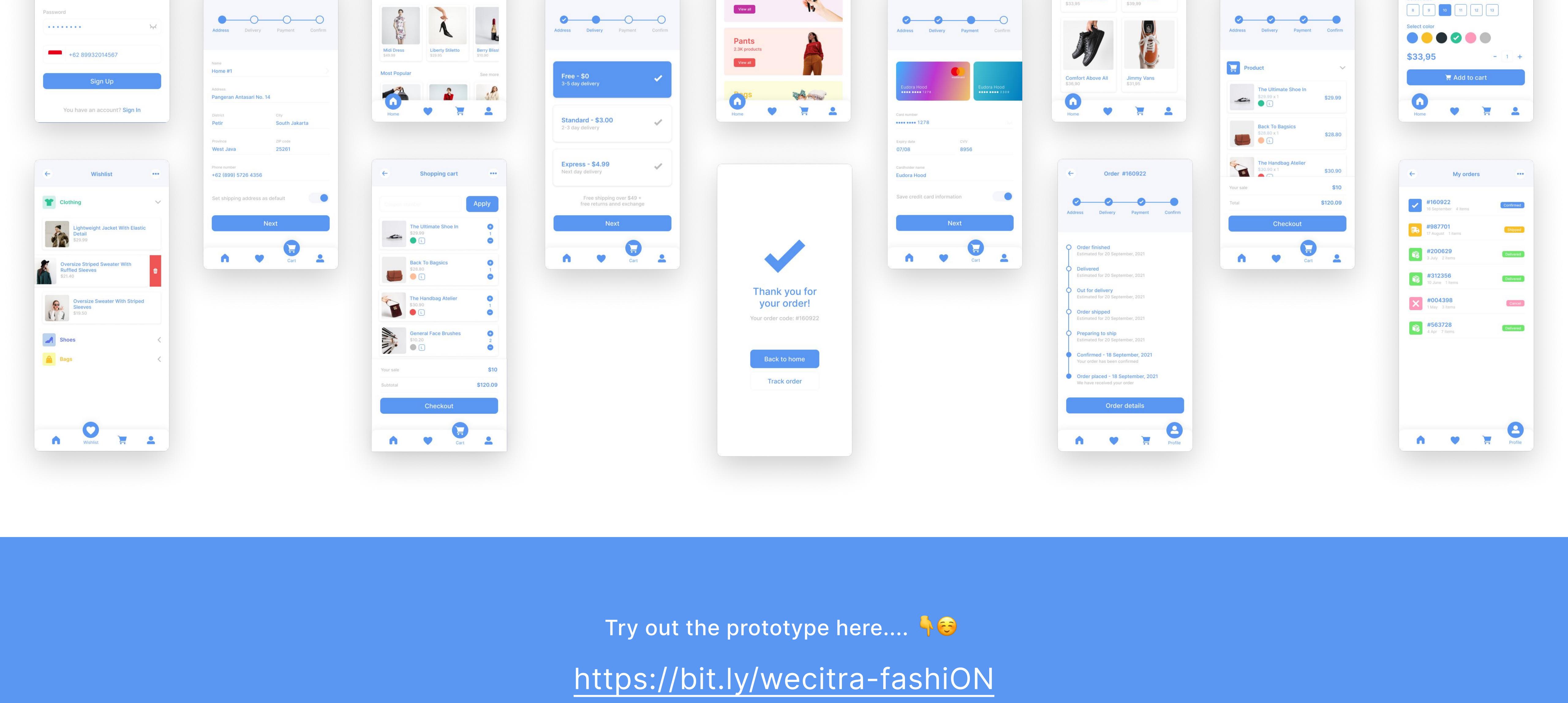
**The quick brown
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Inter Semi Regular

Low Fidelity



High Fidelity



Try out the prototype here.... 🙌😊

<https://bit.ly/wecitra-fashiON>