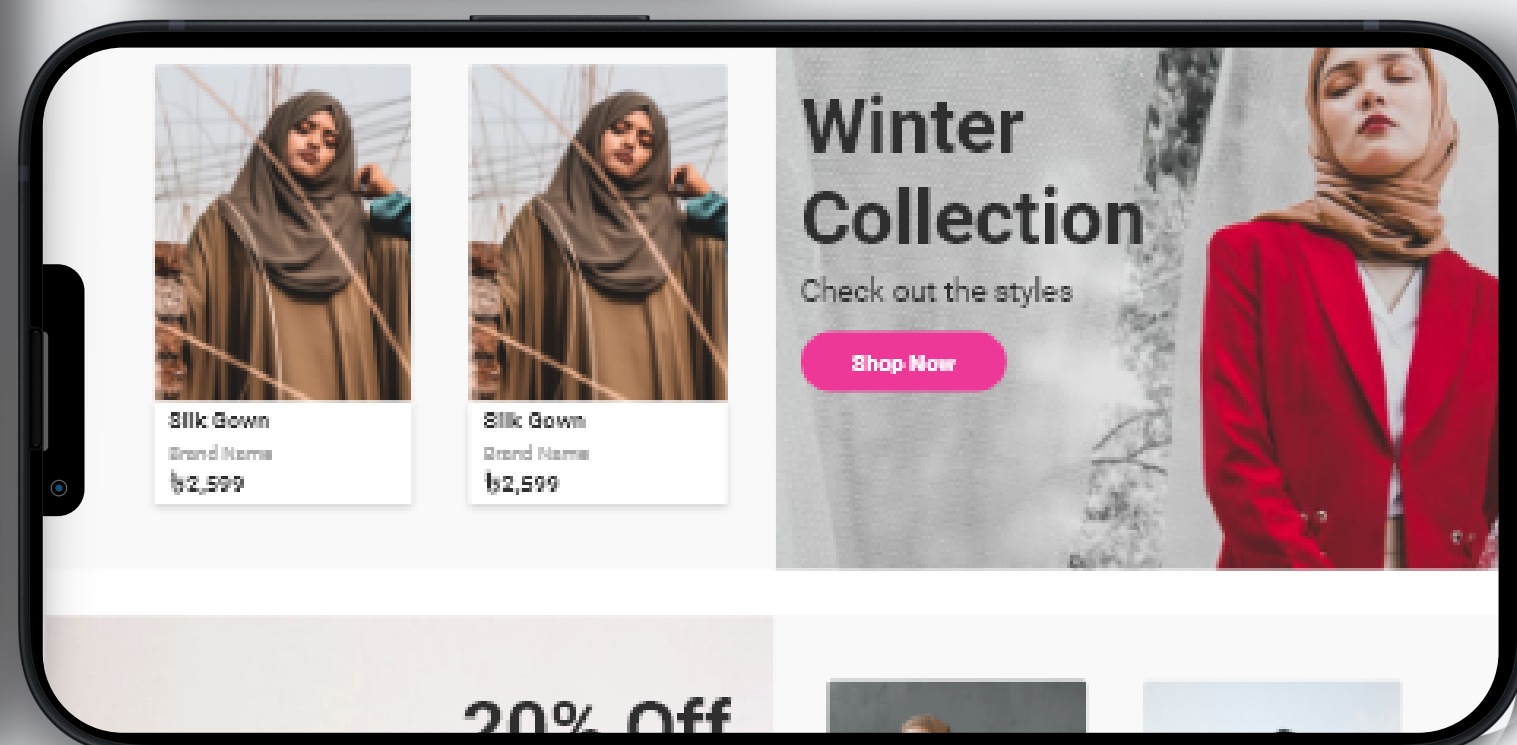
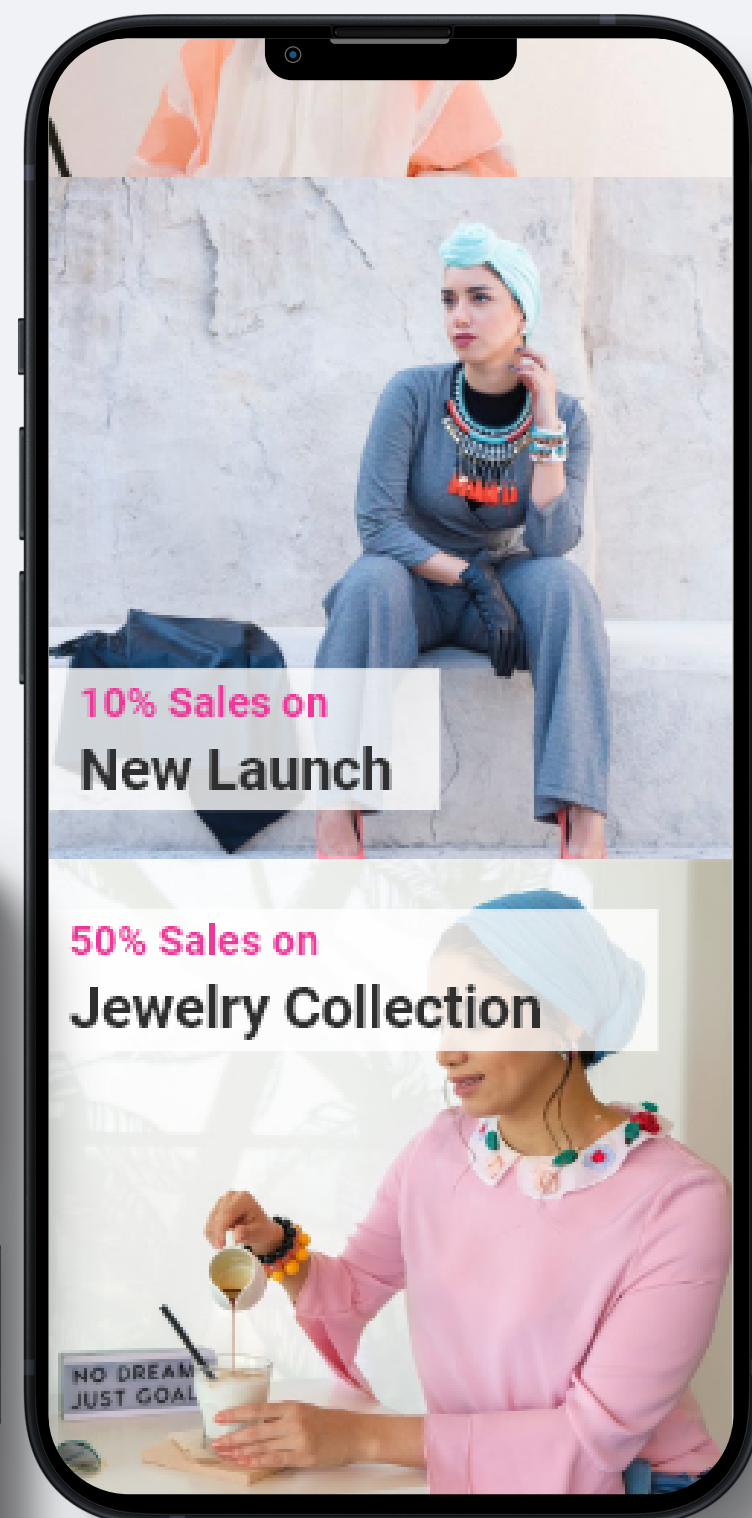
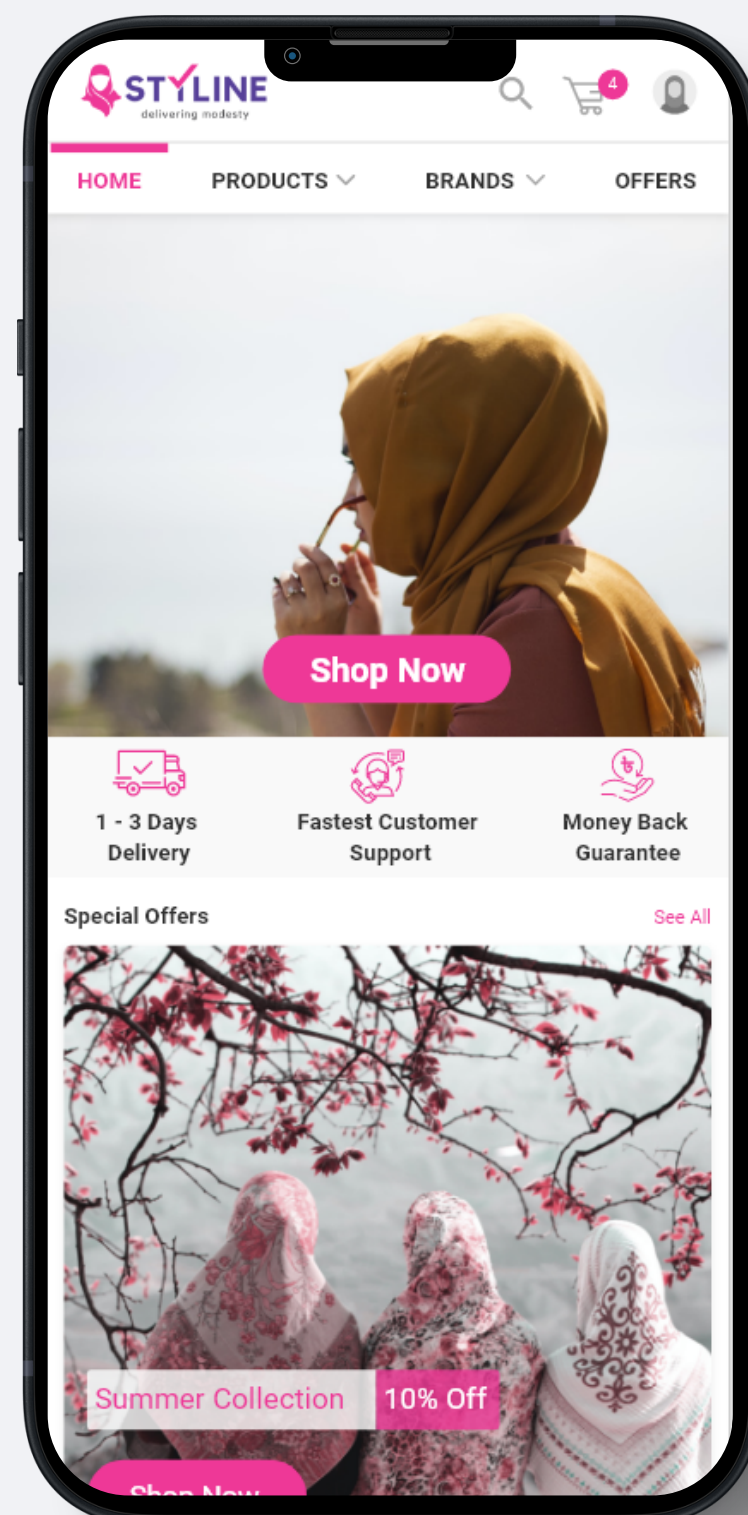




Case Study of a Lifestyle brand

A lifestyle marketplace to make shopping convenient for people who likes to shop designer dresses and high quality fabrics online

Crafted by

Oishi Saleque

Project Overview

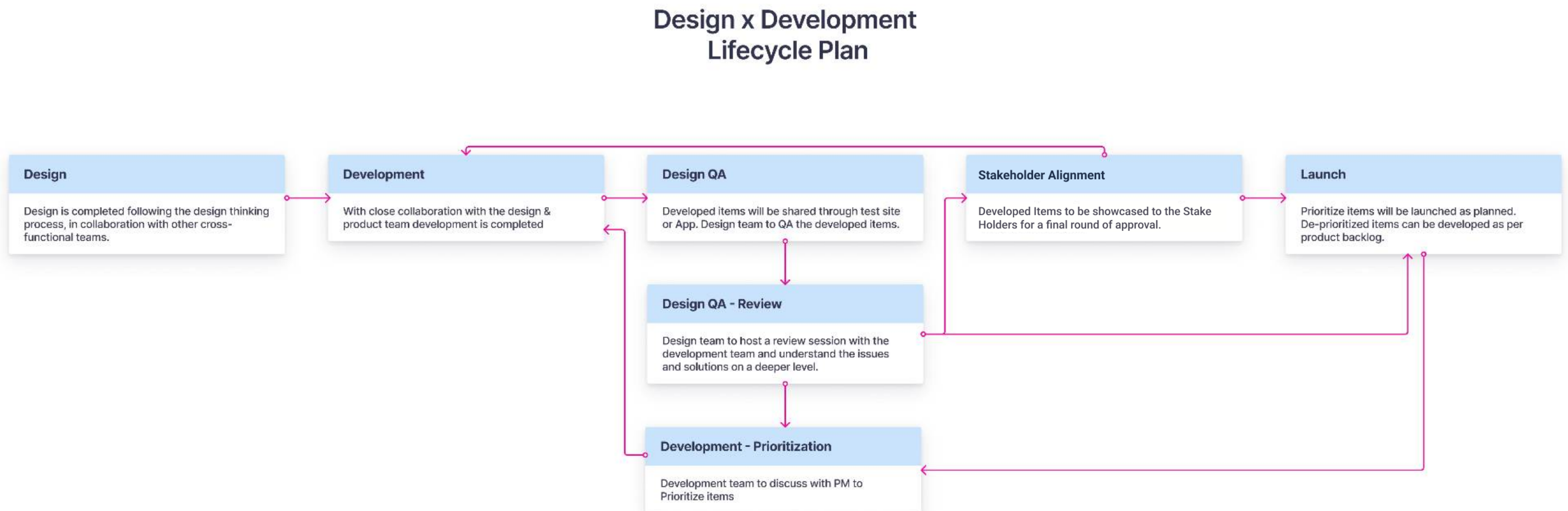
The Styline **website** and **mobile app** redesign project aim to enhance the shopping experience for our target users: females aged 20 and up who seek fashionable modest dress options. By addressing their specific needs and challenges, we aim to overcome user problems such as limited options for modest dresses, time-consuming commutes, and difficulties accessing quality products outside of Dhaka. Additionally, we aim to improve the e-commerce experience by creating an intuitive platform that offers transparency and allows users to maintain wishlists for future purchases.

The redesign project focuses on critical use cases, including a user-friendly home and listing page with search options, banners for brand identity, and highlighting new, trending, discounted, and recommended products. We also prioritize providing enhanced product details, such as comprehensive product information, images, color variations, and options to add to the wishlist or cart.

This project also focuses on the cart and checkout experience, allowing users to easily modify quantities, remove items, and proceed with checkout or cancel the process.

Design Process

The design process was always one sprint ahead of development and each time a design has been completed only then it was sent out to the developers. The design process included user research, prototyping, usability testing with real users. After validating the design through testing was when we deemed the design process complete and handed over to the development team. I followed the following Design & Development lifecycle plan for this project.



User Problems

- Unable to find fashionable options for modest dress and hijab
- Spending too much time stuck in traffic going shopping
- People outside of the Capital 'Dhaka' unable to get good quality products
- E-commerce websites are not intuitive and confusing
- Buying online is a messy business that lacks transparency
- Unable to maintain a wishlist for future purchases while browsing styles.

Business Problems

- Lack of Users Acquisition due to the bad e-commerce experience
- Unable to properly showcase to users the huge amount of different categories of products
- Keeping users updated on sales events
- Due to unfamiliar cart experience, users unable to finalize the purchase
- Lack of brand identity in the website and apps
- Unable to benefit from word of mouth, having no referral program

Use Cases

Use Cases based on user research

- Splash & Swipeable tutorials for easy user onboarding
- Home & Listing Page:
 - i. Search & Filter
 - Filtering Criteria: Categories, Price, Discounted, Trending
 - The search query/filter should be visible and dismissible.
 - Applying a search/filter should dynamically update the contents of the page matching that criterion;
 - ii. Swipeable Banners for user education and brand identity
 - iii. Highlights of New, Trending, Discounted and Recommended Products
- Better Product Details experience with the following items
 - i. Product name, price, description
 - ii. Swipeable product images
 - iii. Color variations
 - iv. Add to Wishlist/Save for Later
 - v. Buy Now/Add to Cart

Use Cases

- Superior Cart & Checkout experience with the following items
 - i. Product List
 - Modify Quantity/Remove item
 - Checkout and Cancel/Dismiss Button
 - ii. Checkout
 - Confirm Shipping/Pickup Options
 - Price list, subtotal, total + Coupon Apply, Comment
 - Payment (Cash on delivery/Mobile Financial Services /Cards)
 - iii. WishList
 - Letting the users keep a list of favorite items while they are still deciding
 - iv. Profile Management
 - Sign Up/Login/Logout/Forgot Password
 - Order History
 - Profile Information
 - Referral (For creating word of mouth and user acquisition)

User Personas

After doing user research the following identification was made for the targeted users of the Styline website and mobile app:

- Females Aged 20 and up.
- Females who wanted Fashionable Modest dress options
- Tech-savvy females who want to shop online and love home delivery
- Stay at home mothers reviewing items online before making a purchase

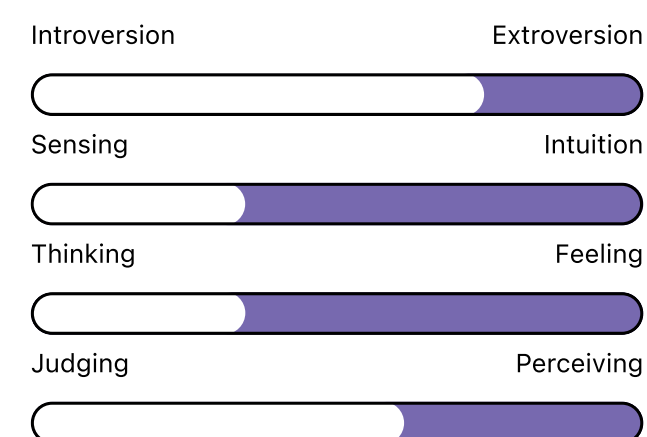
Based on the research the two user personas were built.

Persona 1



Sara Ahmed

Education: Bachelor's degree in Fashion Design
Location: Dhaka, Bangladesh
Occupation: Creative Professional



Fashionable

Modern

Discerning

Tech-savvy

Trendsetter

"Explore, discover, and redefine fashion seamlessly on a website that offers great value"

About

Sara is a 26-year-old fashion enthusiast from Dhaka, Bangladesh. She is a working professional in a creative field and values self-expression through fashion. Sara is tech-savvy and enjoys shopping online for convenience.

Goals

- Find fashionable modest dress options that align with her personal style.
- Save time by avoiding traffic and long commutes to physical stores.
- Discover quality products beyond the limited options available in local stores.

Needs

- An intuitive and user-friendly website and app to easily navigate and find products.
- A wide range of fashionable modest dress options.
- Transparent and reliable product information and reviews.
- Seamless online shopping experience with convenient home delivery.

Frustrations

- Difficulty finding trendy and modest fashion choices.
- Wasting time and energy commuting to physical stores.
- Cash on delivery options not available for most online shops.
- Inability to easily keep track of desired items for future purchases.

Approach

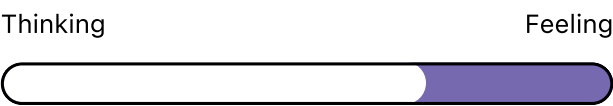
Sara expects a visually appealing and organized platform that allows her to search and filter products based on categories, price, and trends. She appreciates a clear and straightforward checkout process with multiple payment options, as well as having the option to pay cash on delivery.

Persona 2



Aisha Rahman

-  **Education:** High school diploma
-  **Location:** Chittagong, BD
-  **Occupation:** Stay-at-home mom



- Modest

Practical

Ambitious
- Family-oriented

Value-conscious

"Discover incredible value and engage with ease"

About

Aisha is a 45-year-old stay-at-home mom residing in a small town in Chittagong, Bangladesh. She values modesty in her clothing choices and prefers the convenience of online shopping. Aisha wants to find stylish and modest clothing options that suit her lifestyle.

Goals

- Discover fashionable modest clothing without the need to travel to the city.
- Maintain a wishlist of favorite items for future purchases.
- Enjoy a hassle-free and transparent online shopping experience.

Needs

- A wide variety of fashionable modest clothing options to choose from.
- Wishlist functionality to save and revisit desired items.
- Clear product descriptions, images, and size charts.
- Easy-to-understand and transparent checkout process.

Frustrations

- Limited availability of fashionable modest dress options in her local area.
- Limited access to high-quality products outside of Dhaka
- Unclear product information and lack of transparency during the online shopping process.

Approach

Aisha looks for a website and app that provide easy navigation and a search function with filters to narrow down her options. She appreciates the ability to create and manage wishlists, as well as detailed product information and an intuitive cart and checkout experience. She prefers to read the reviews before deciding to purchase any item.

Brand Guidelines

[Click for more information](#)

logo versions



Combination Mark

Used when the background is white or nearly white and the symbol is necessary, meaning the communication will be incomplete without the symbol.



Wordmark

Used when the background is white or nearly white and the symbol is not necessary, meaning the communication will be understandable without the symbol.



Reversed Combination Mark

Used when the background is colorful, have enough contrast with white and the symbol is necessary, meaning the communication will be incomplete without the symbol.



Reversed Wordmark

Used when the background is colorful, have enough contrast with white and the symbol is not necessary, meaning the communication will not be incomplete without the symbol.

Brand Guidelines

[Click for more information](#)

logo usage

Minimum Size



Secondary Usage



Horizontal



Symbol



Logotype



Horizontal



Symbol



Logotype

Brand Guidelines

[Click for more information](#)

logo usage : DON'Ts



The orientation or the position of the wordmark should not be altered.



The logo should not be stretched to fit in a compact space. It is recommended to resize the logo keeping the proportion intact.



The colors used in the logo should not be changed. It is recommended to use RGB Color Mode for Screen and CMYK for Print Media.



The the size relationship between the logotype and the symbol should not be changed.



It is recommended not to use drop shadow effect on the logo.



Gradient effect should not be applied on the logo.

Brand Guidelines

[Click for more information](#)

Color Palette

Styline Purple

#583f99		
#7769AF	#412f8e	#302d78

#C7C8CA Neutral colors		
#E6E7E8	#B1B3B6	#939598

Styline Pink

#ee3d96		
#f173ac	#d90e81	#c81b74

Brand Guidelines

[Click for more information](#)

Color Palette

Color Contrast



Separated by Neutral colors



Pink-Purple-Pink Sandwich



Purple on Pink



Predominant Neutral BG
Pink Bottom



Analogous - Pink



Pink on Purple



White on Purple



White on Pink



Predominant Neutral BG
Purple Bottom



Analogous - Purple

Brand Guidelines

[Click for more information](#)

Typography

Content Fonts

Khand Bold for Heading

Khand Bold for Heading Stroked Version

Khand Regular for Heading

Nanum Gothic
Regular for body text

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis

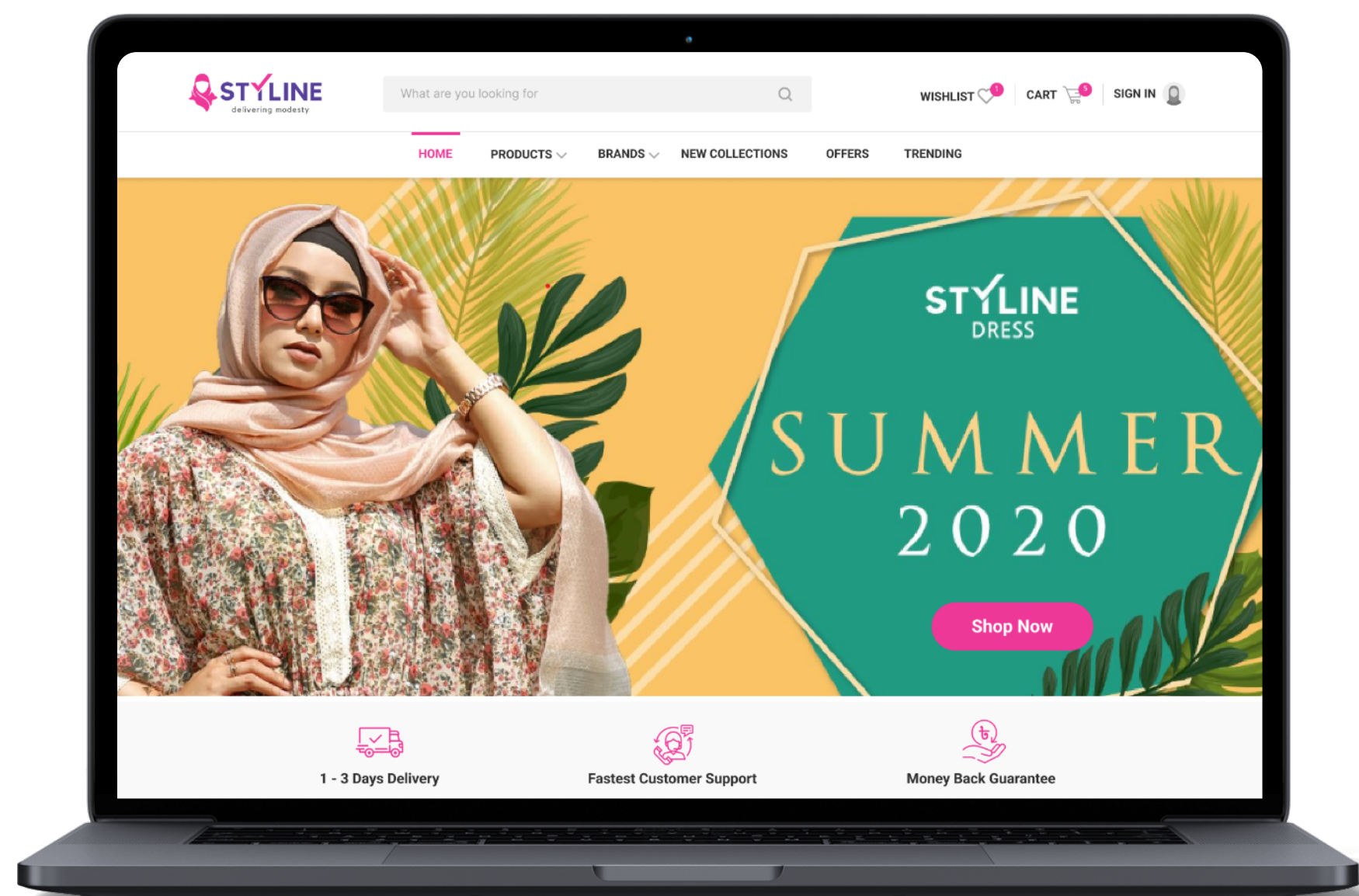
Prototyping

Even though Prototype was created after the HiFi design for convenience of the viewer, this case study shows the Prototype first.

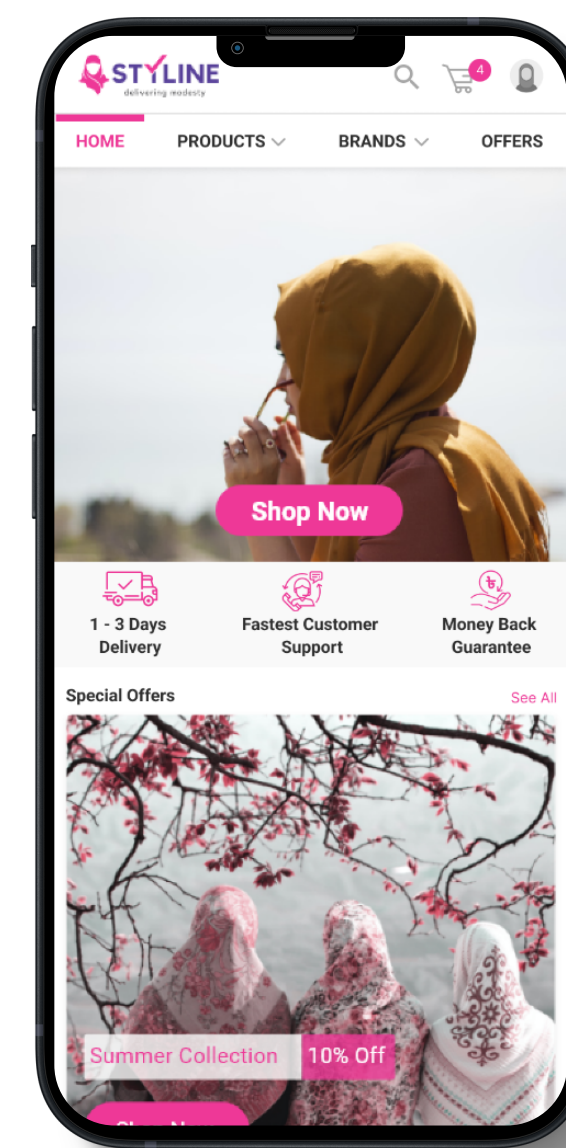
Detailed Hi fi designs are shared in next pages.

Check out the prototype for Website and mobile app in the following links:

Website Prototype

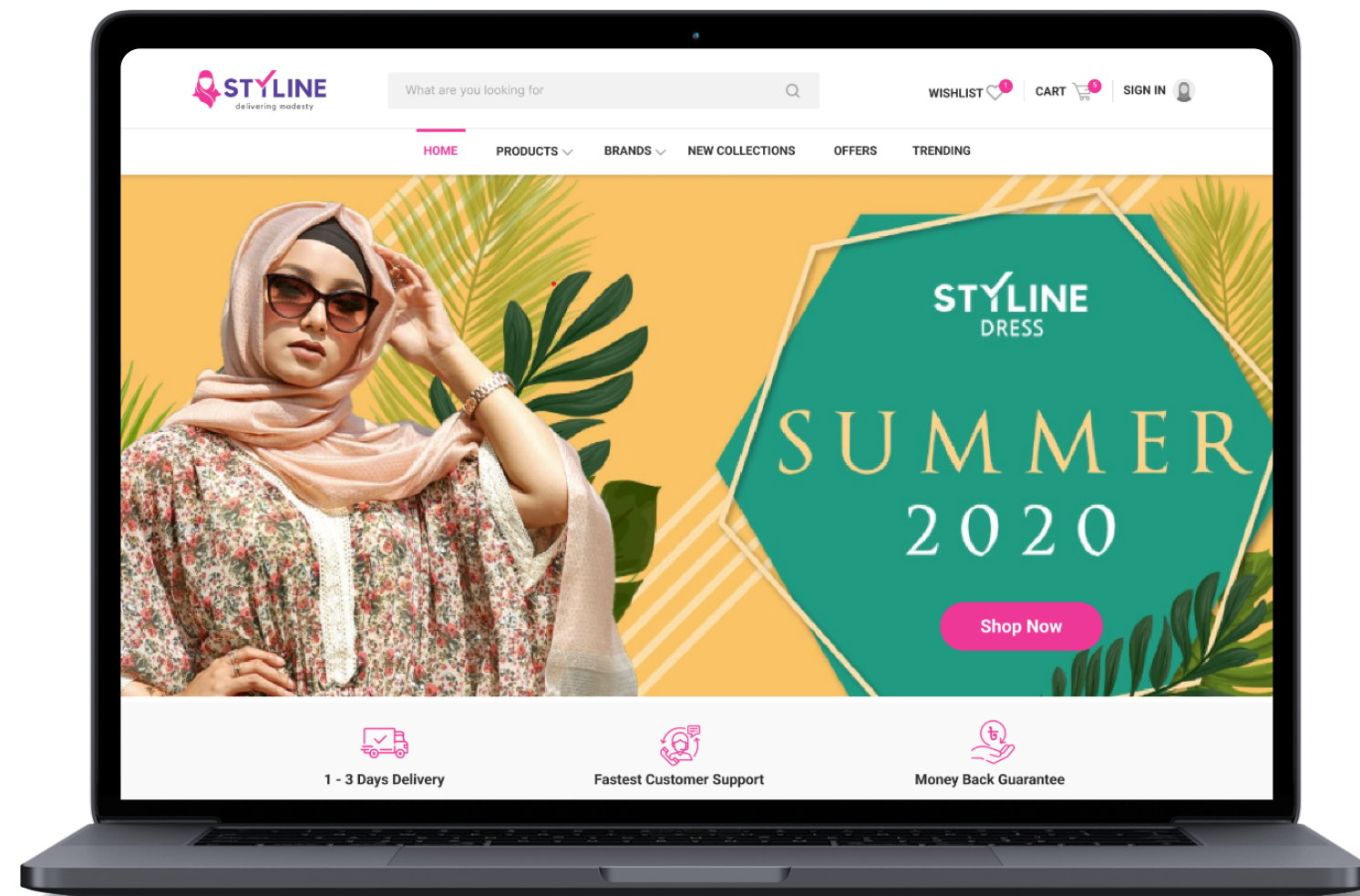


Mobile Application Prototype



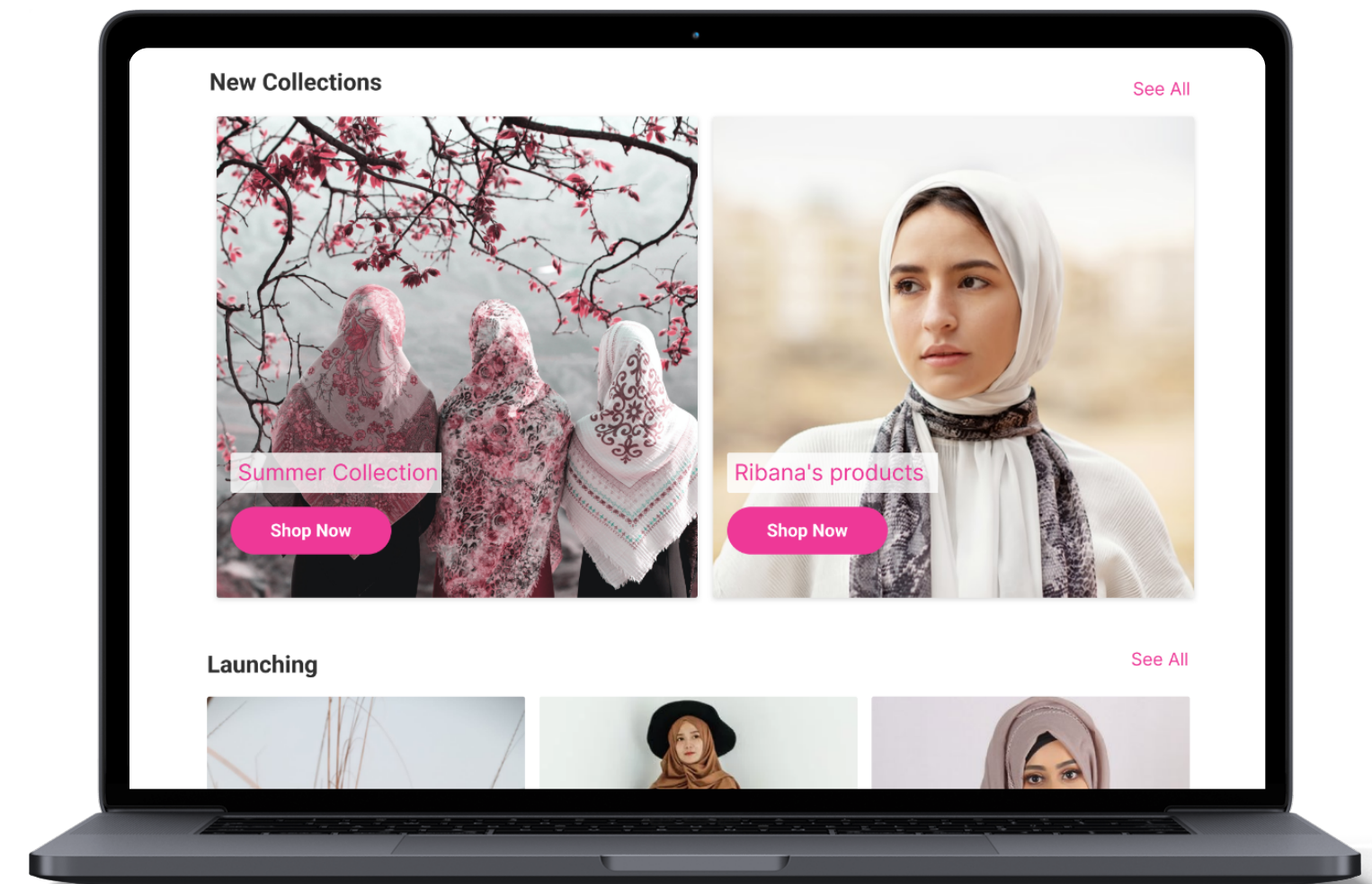
High Fidelity Design

Home Page (Not Signed In)

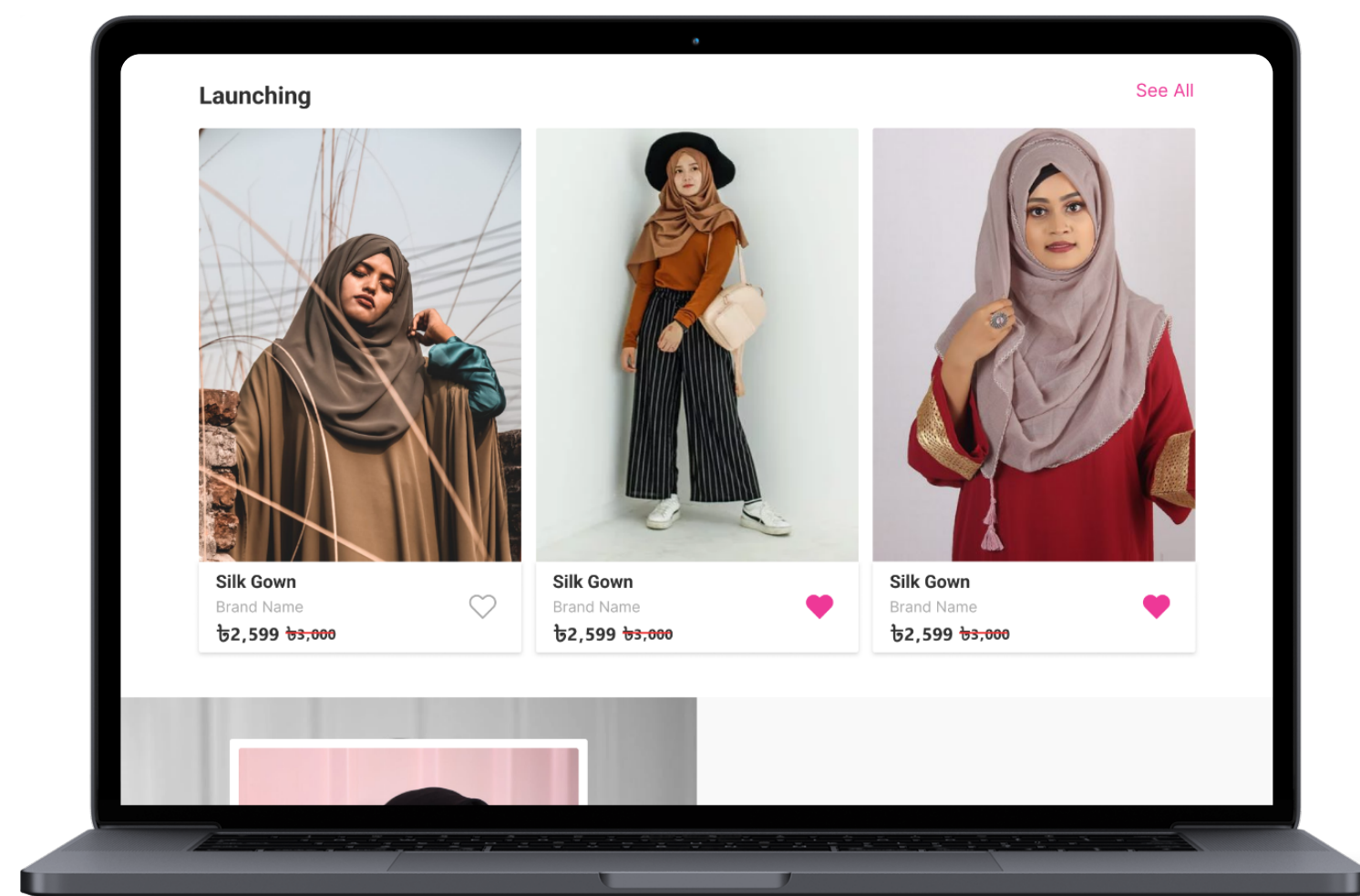


[Click for more information](#)

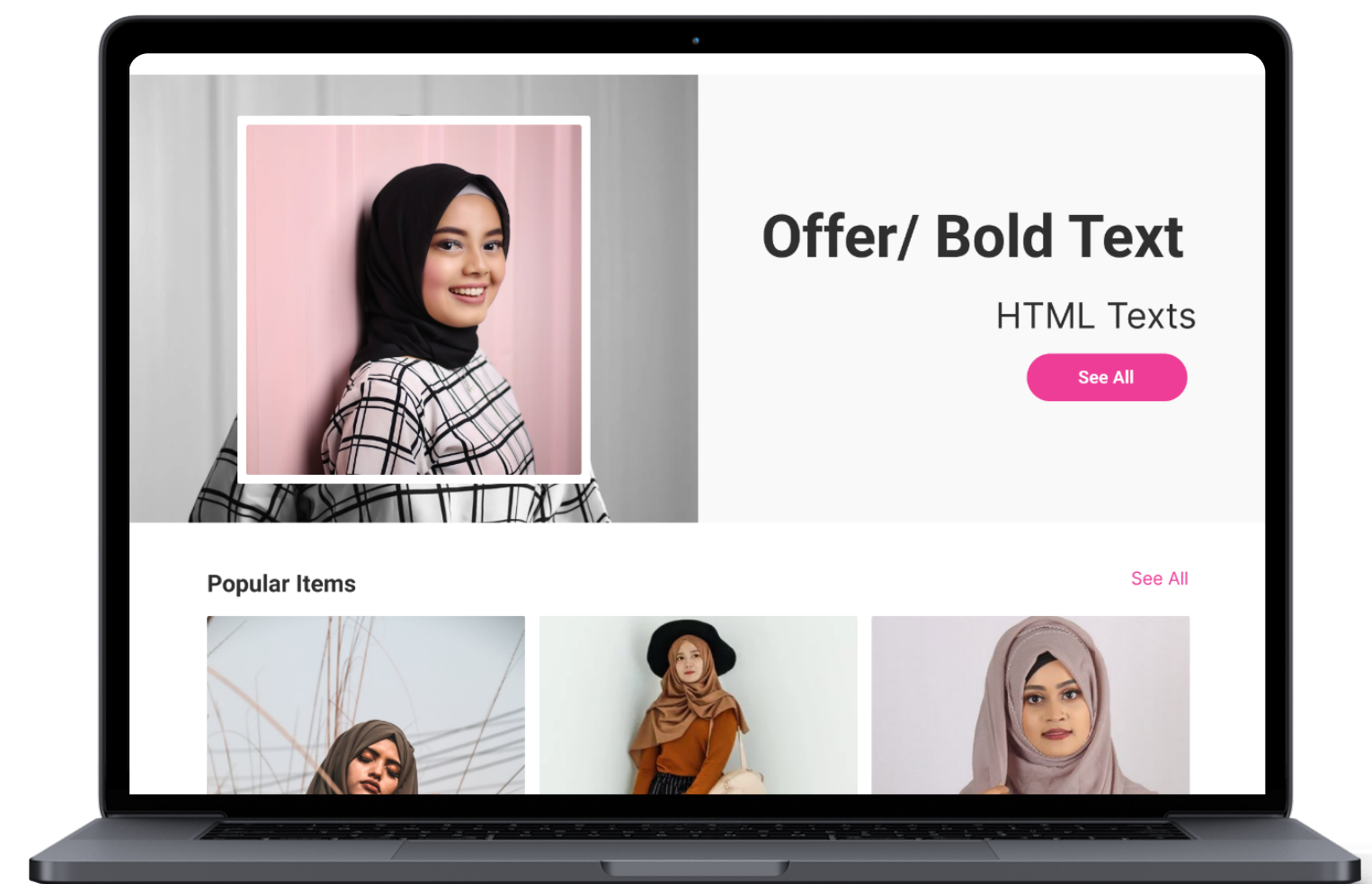
Home Page (New Collections)



Home Page (Launching)

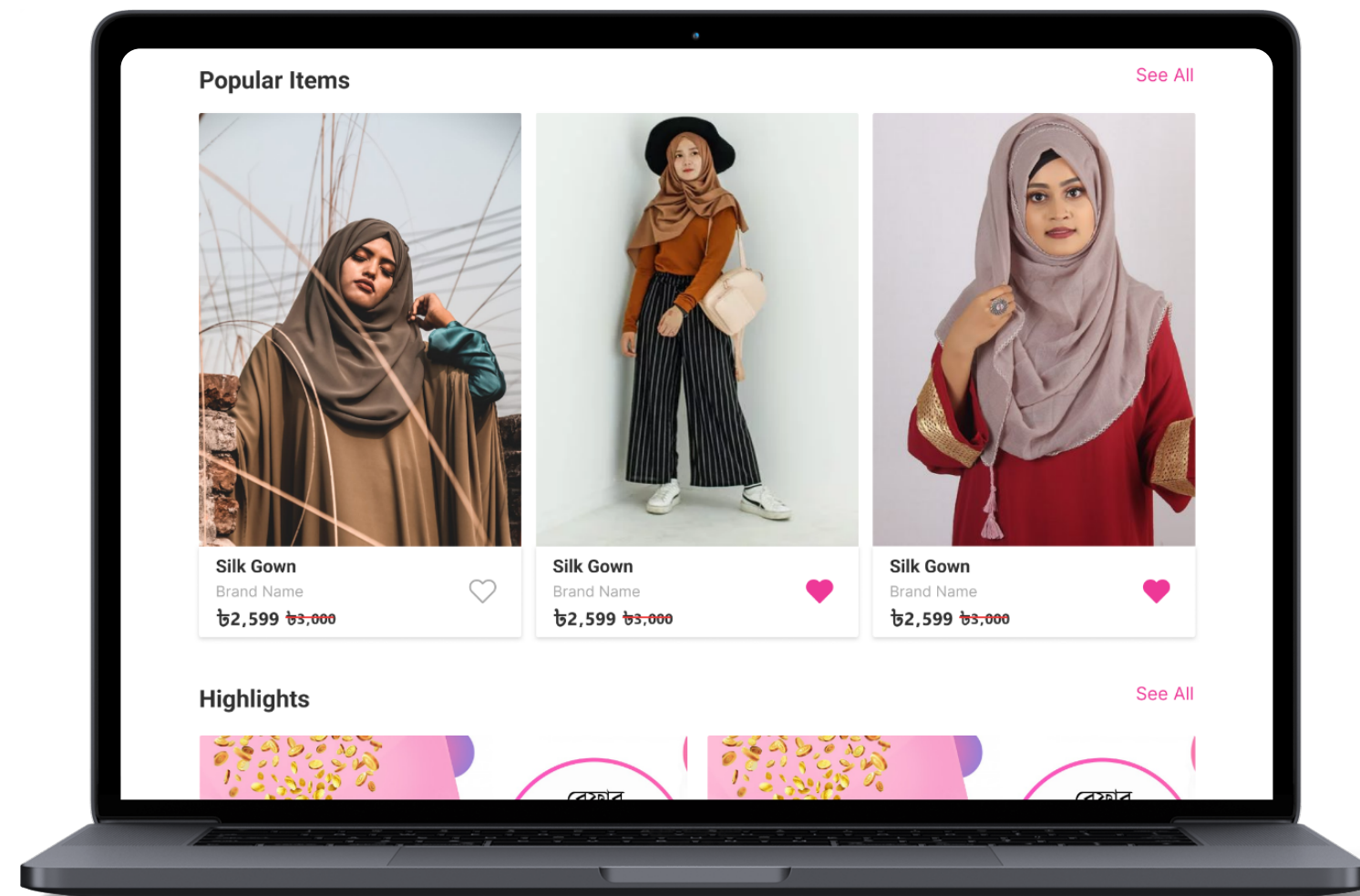


Home Page (Offer)



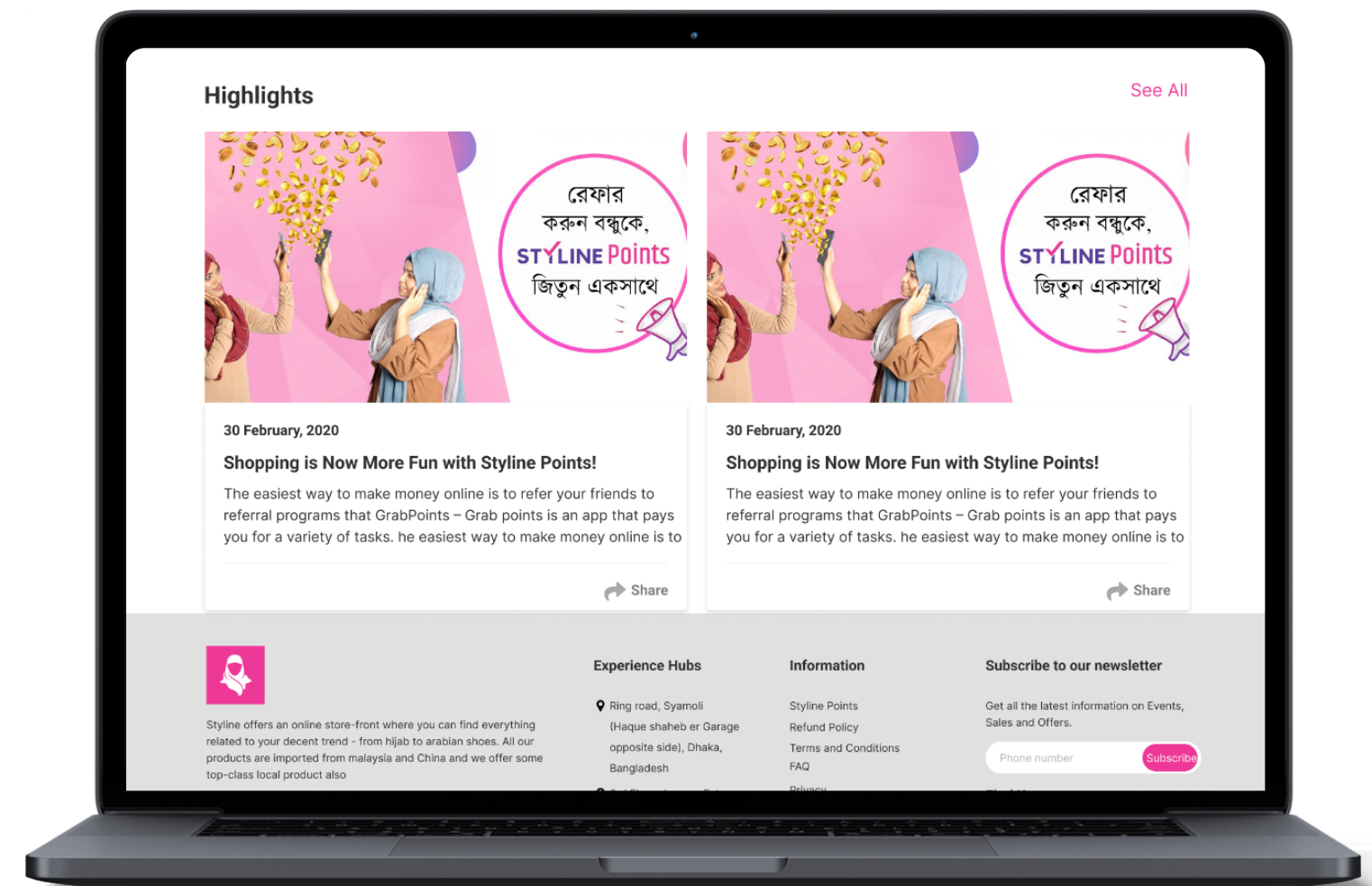
High Fidelity Design

Home Page (Popular Items)

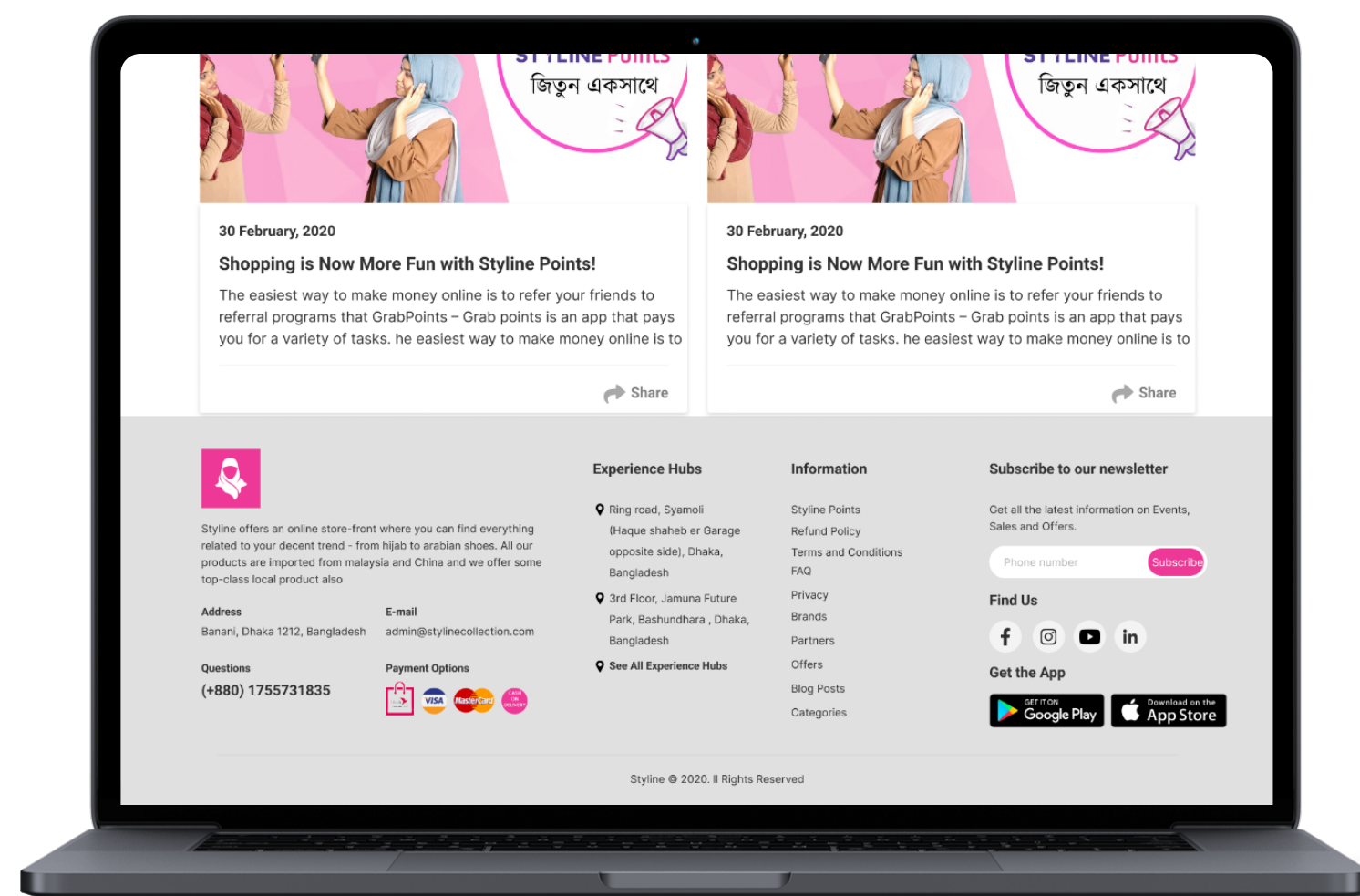


Click for more information

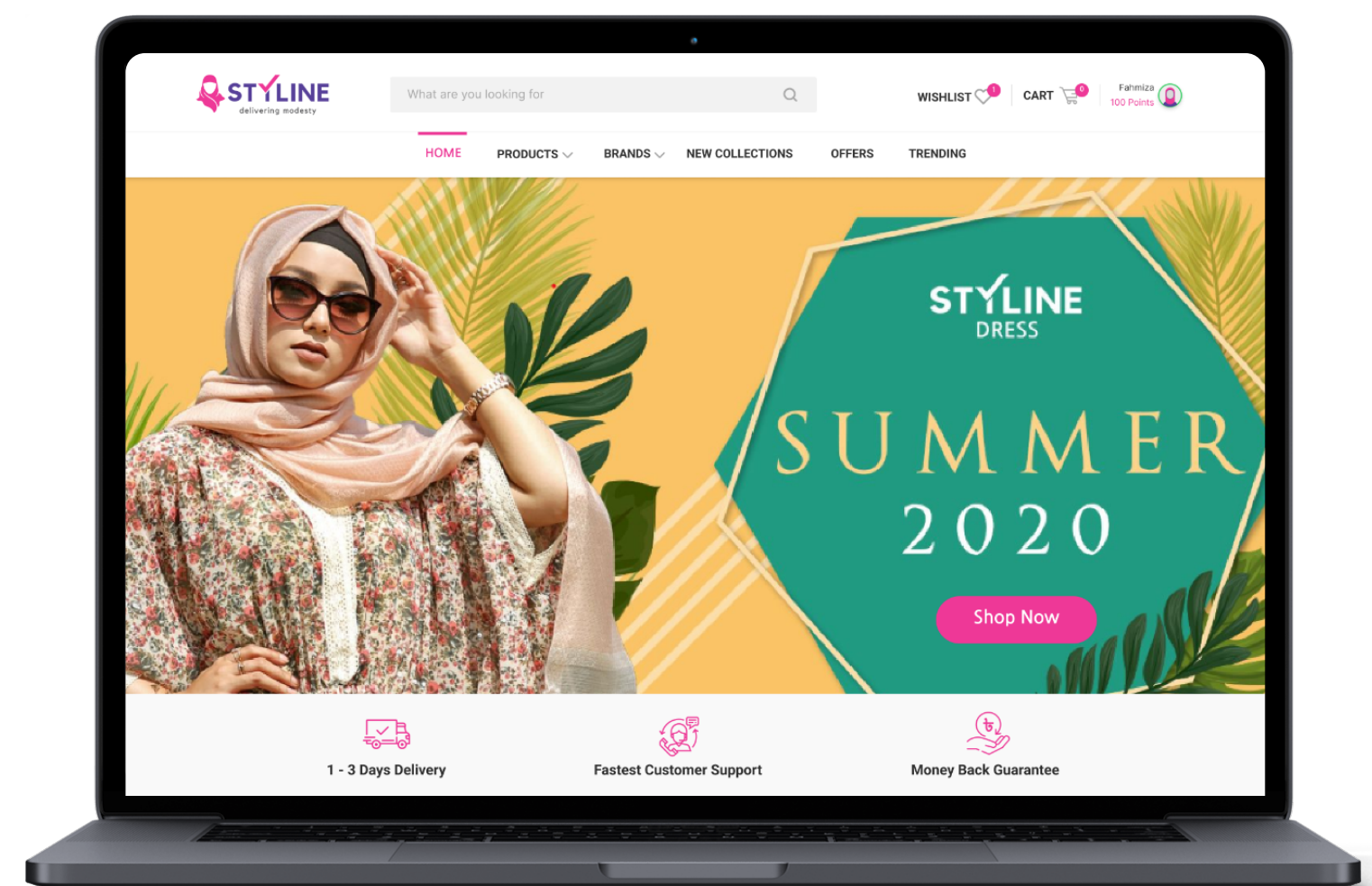
Home Page (Highlights)



Home Page (Footer)

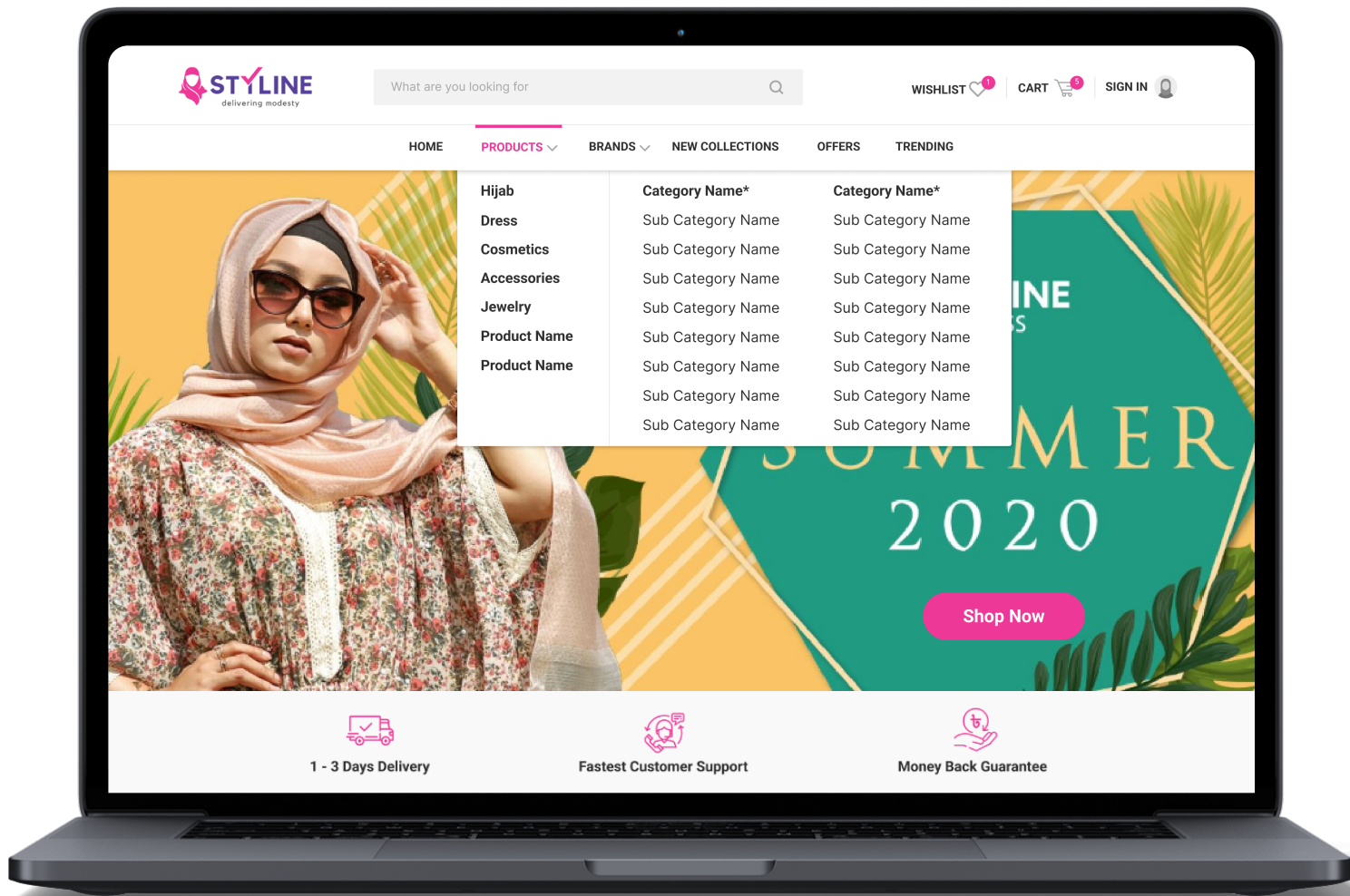


Home Page (Signed In)



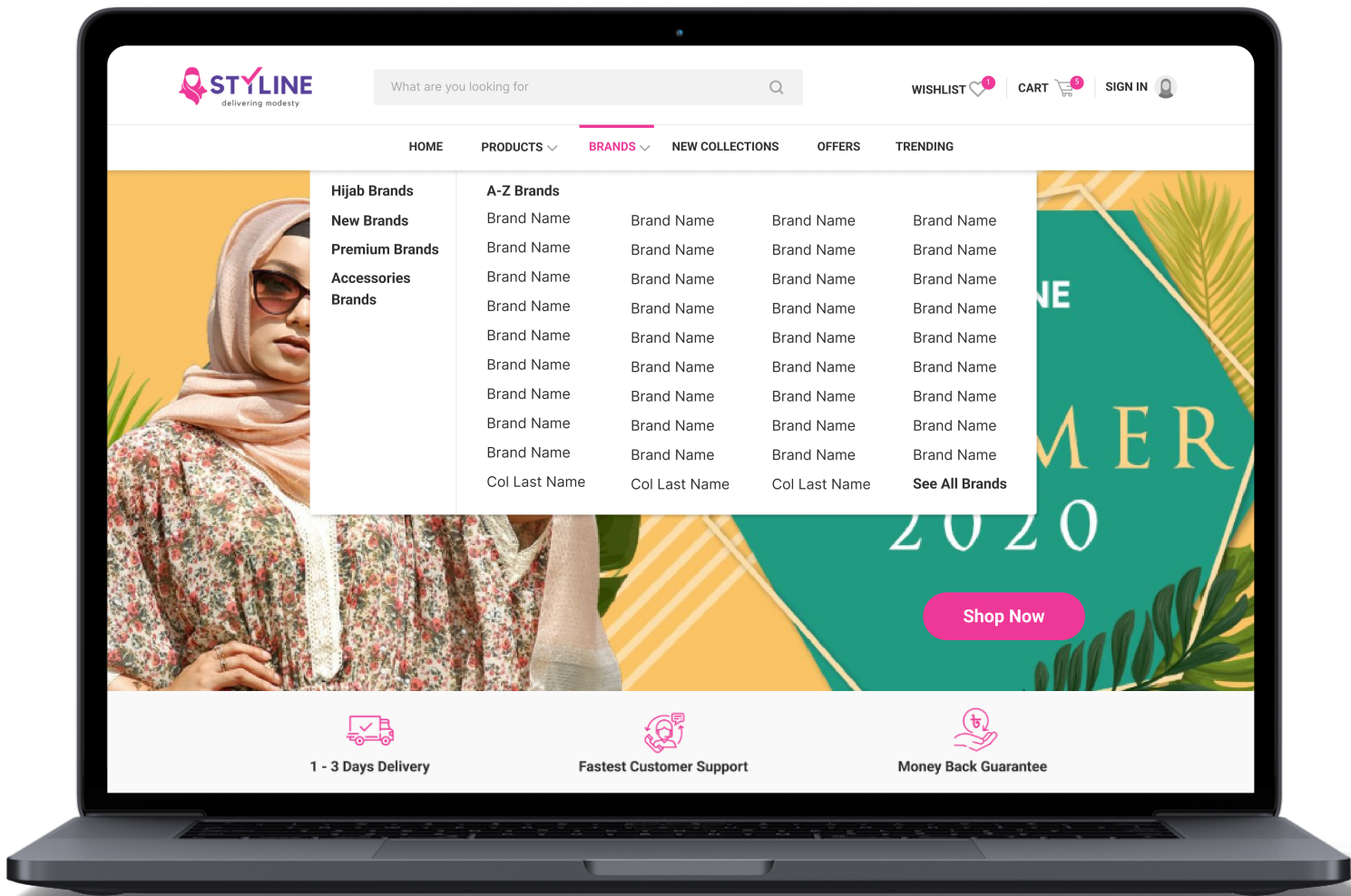
High Fidelity Design

Product Tab



[Click for more information](#)

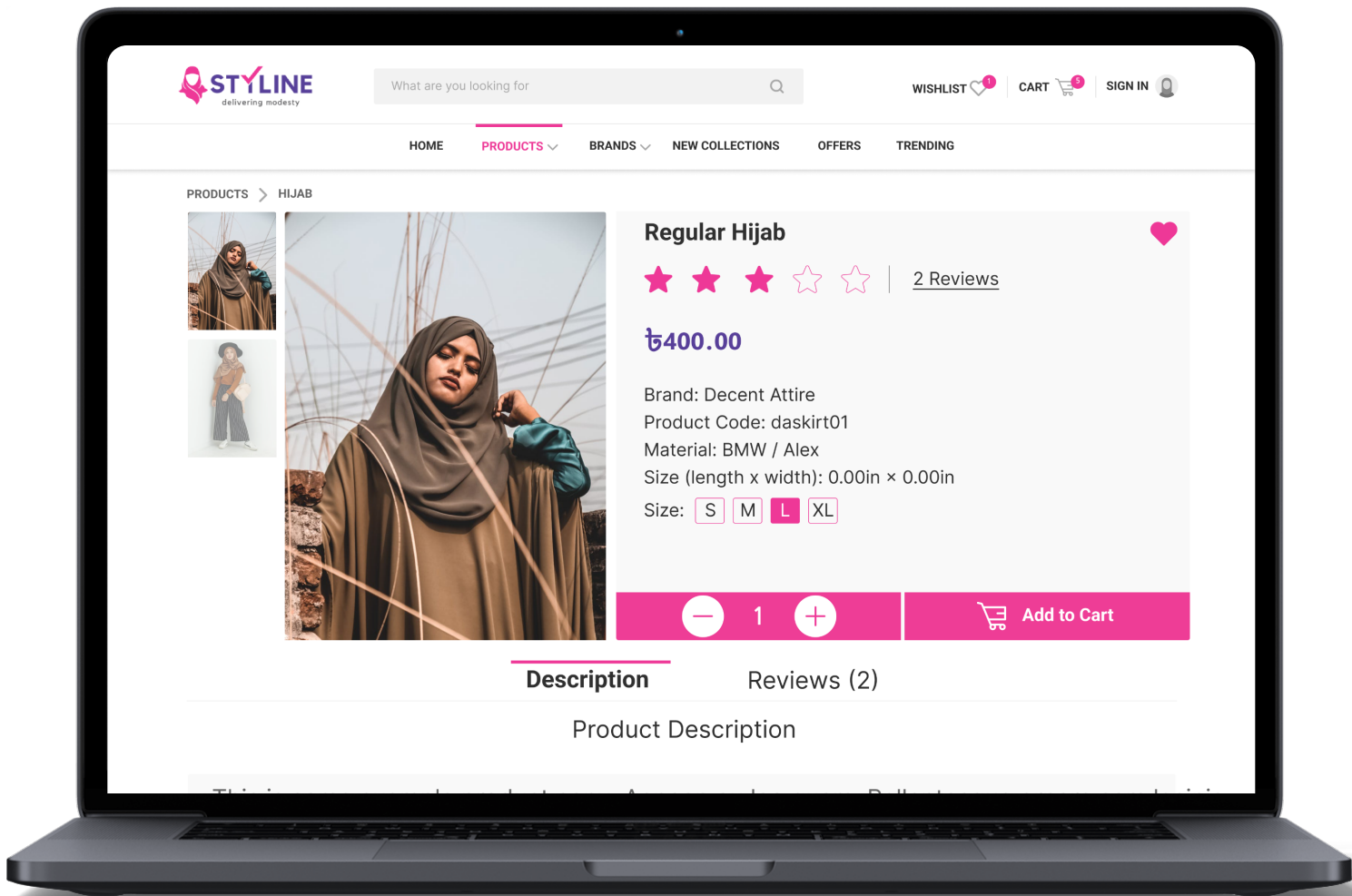
Brands Tab



Search

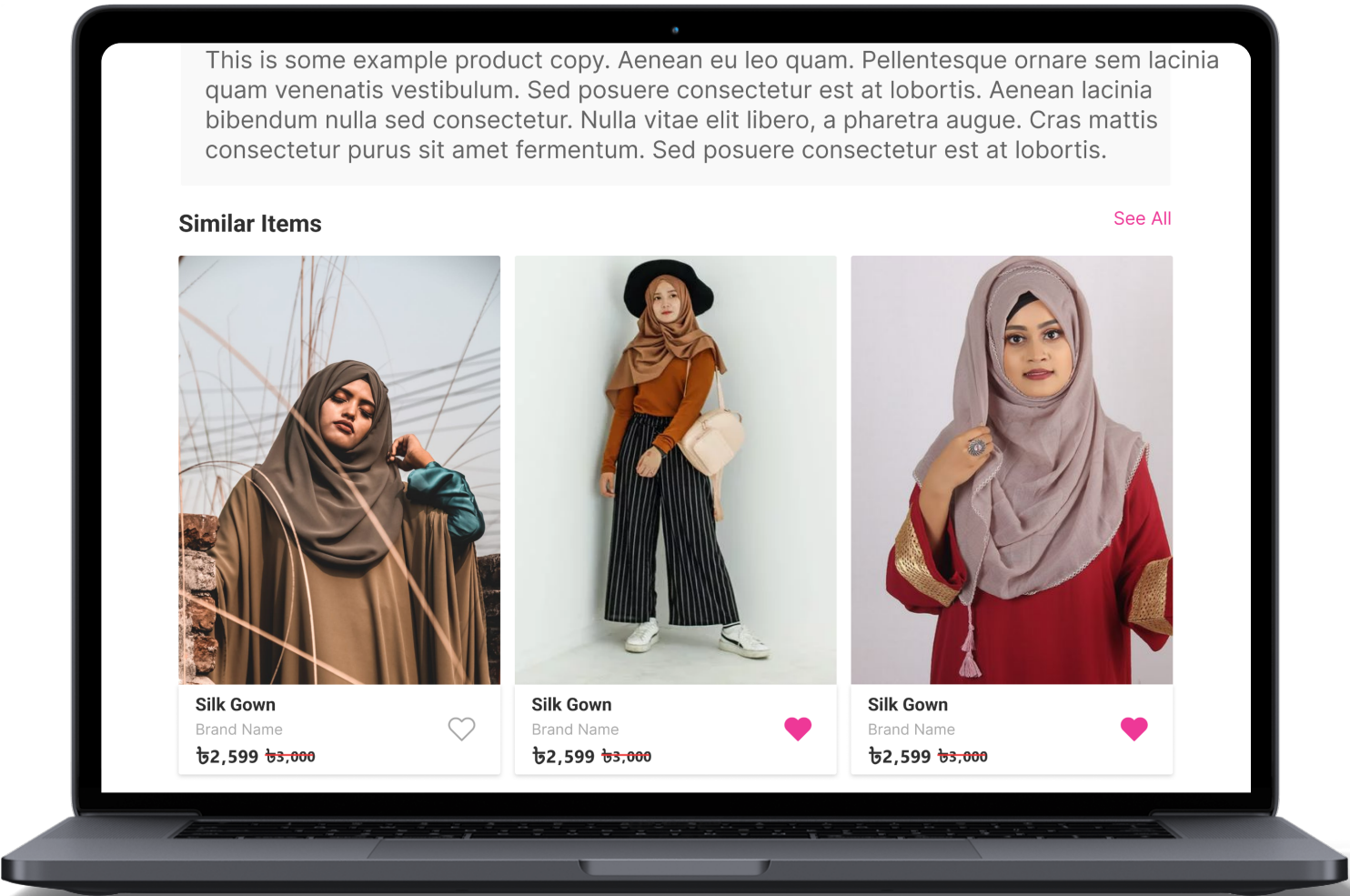


Product Details Description

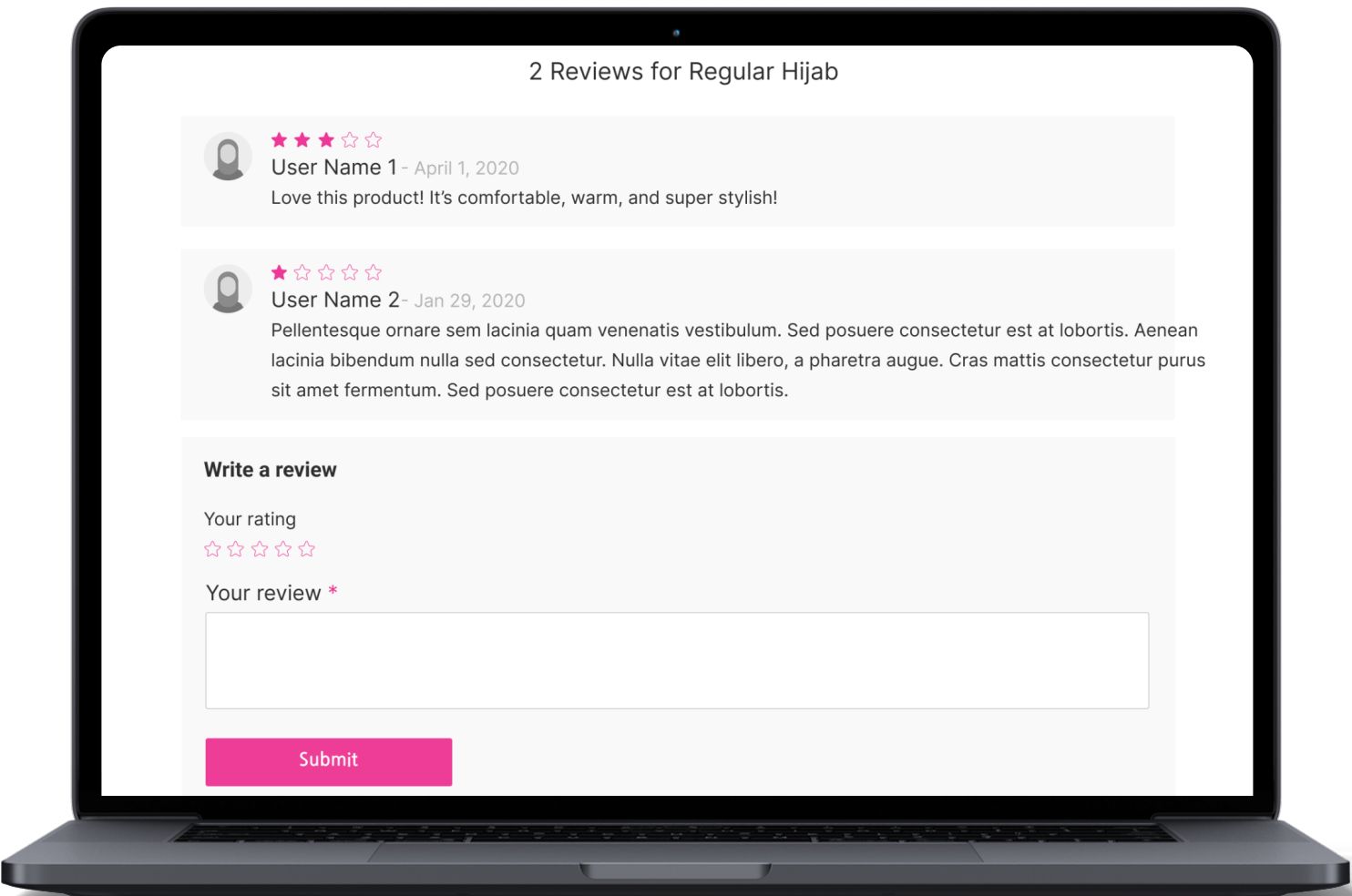


High Fidelity Design

Product Details Description (Similar Items)

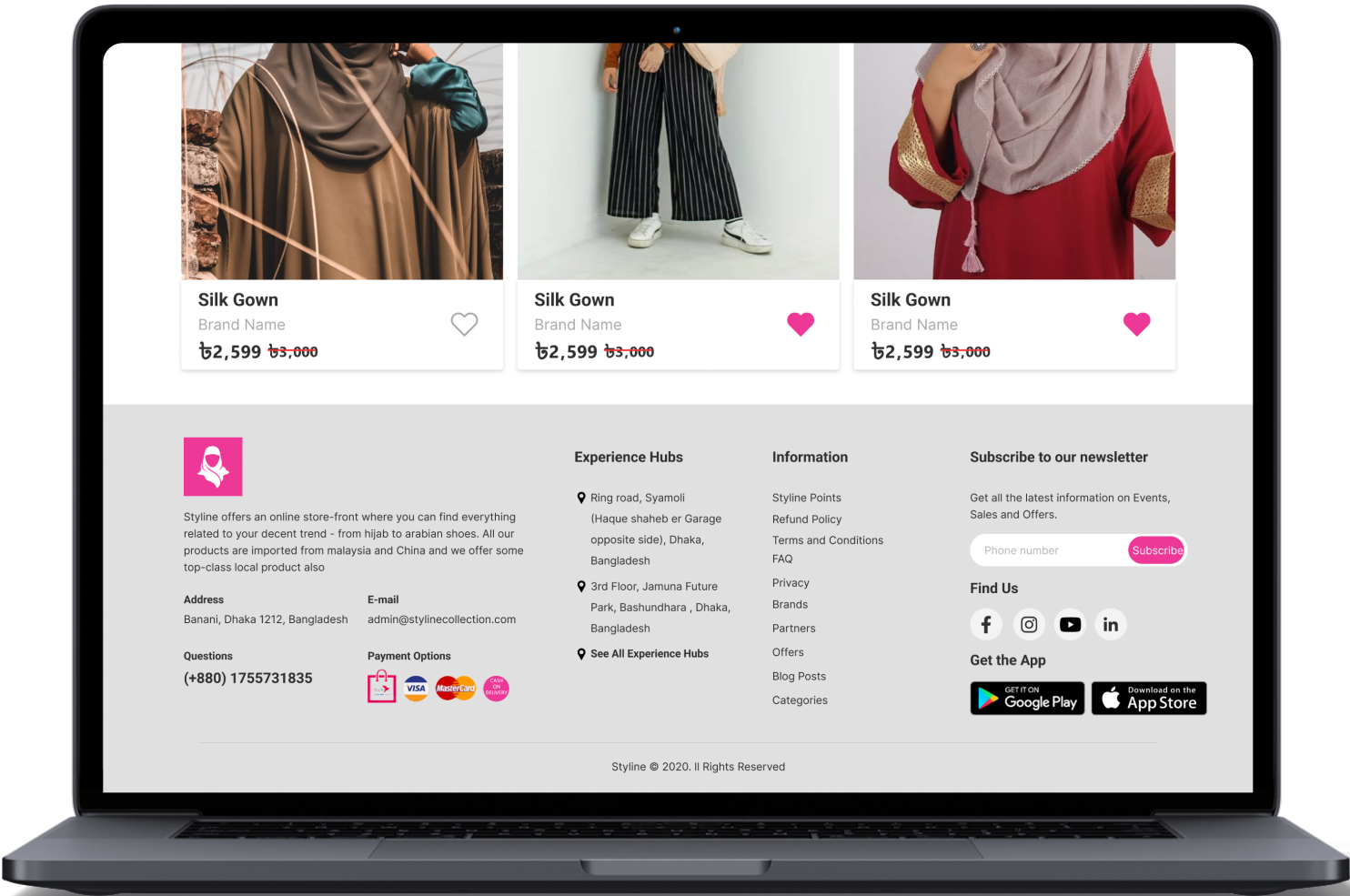


Product Review

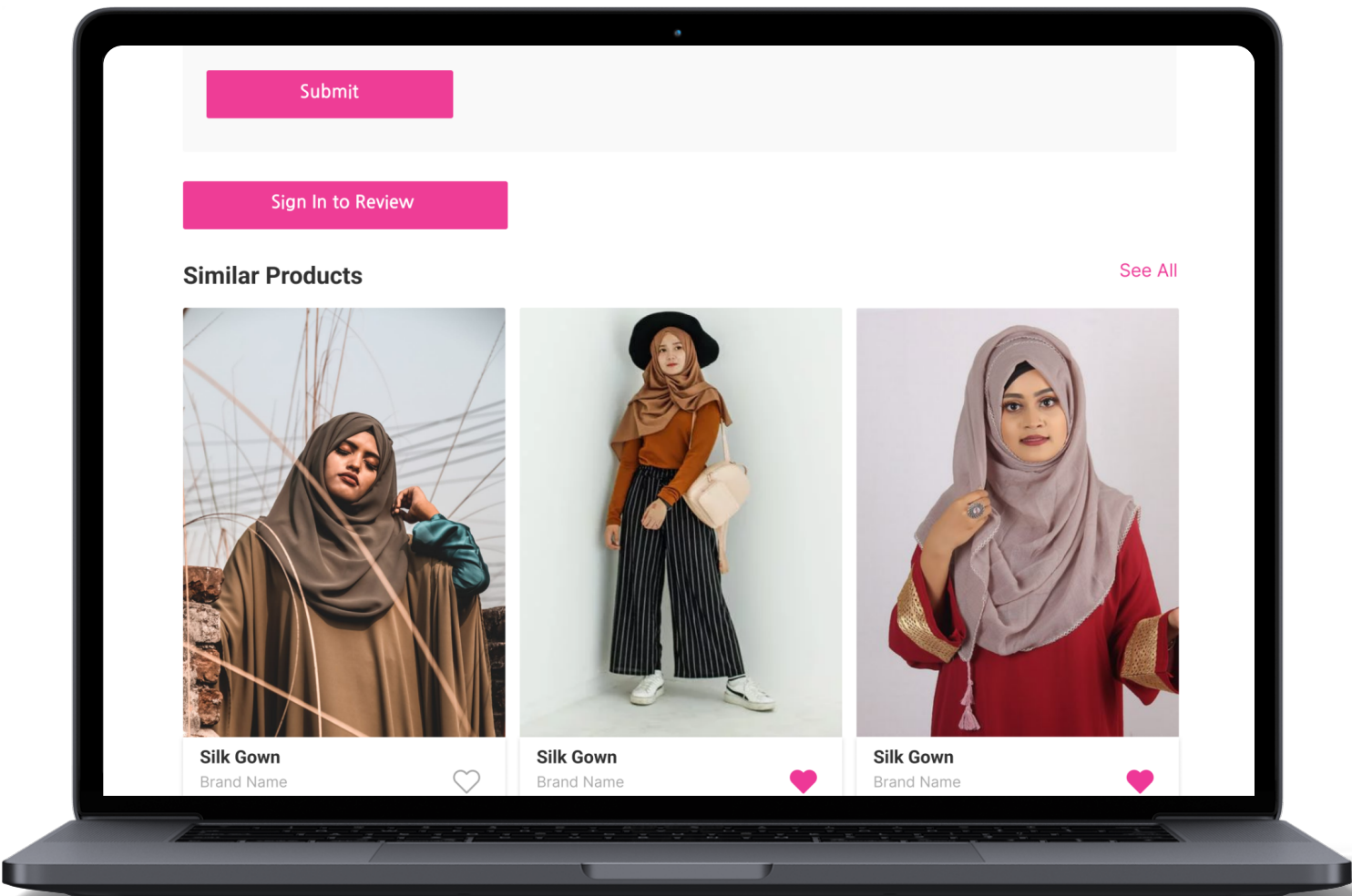


Click for more information

Product Details Description (Footer)

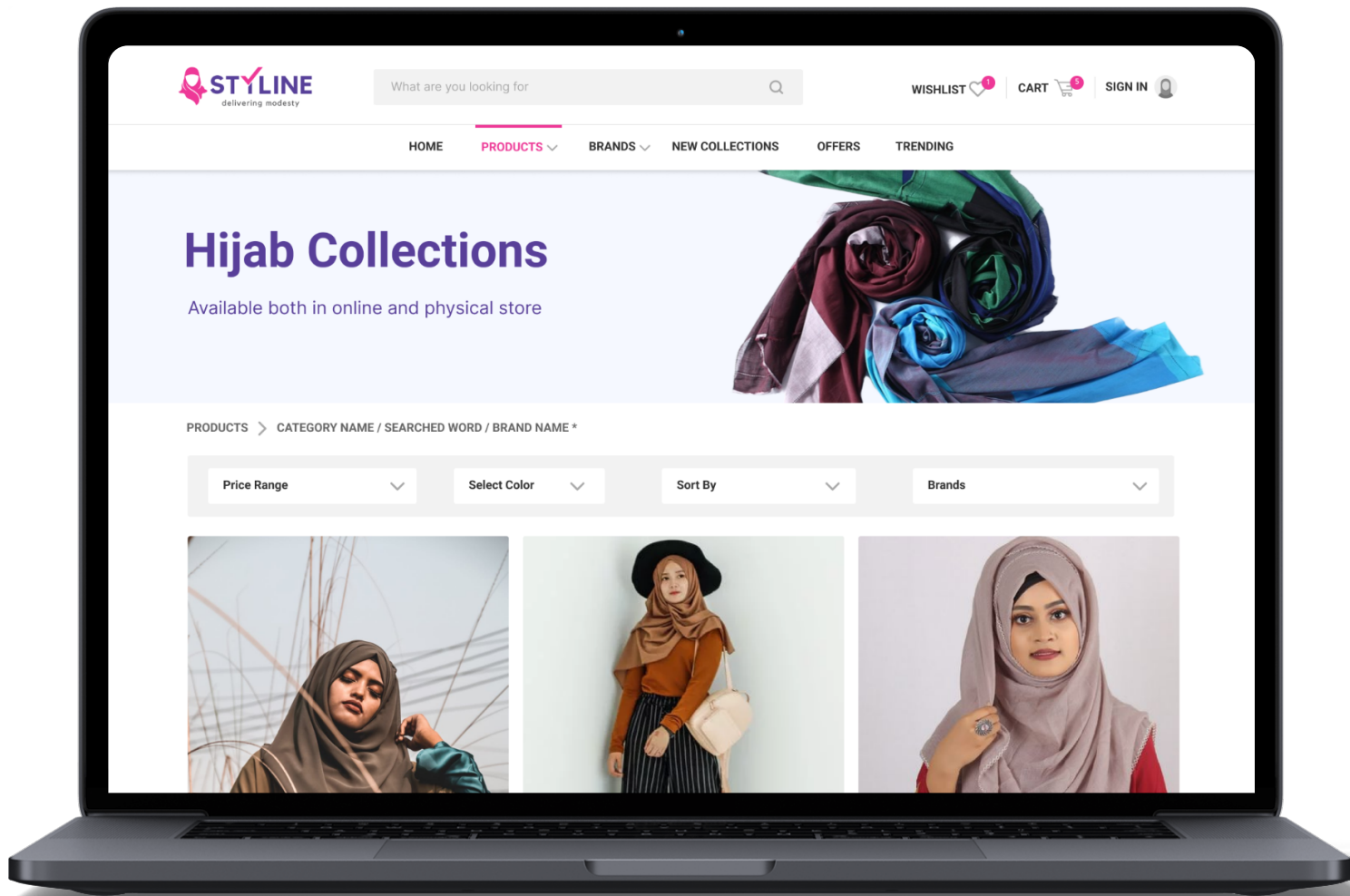


Product Review



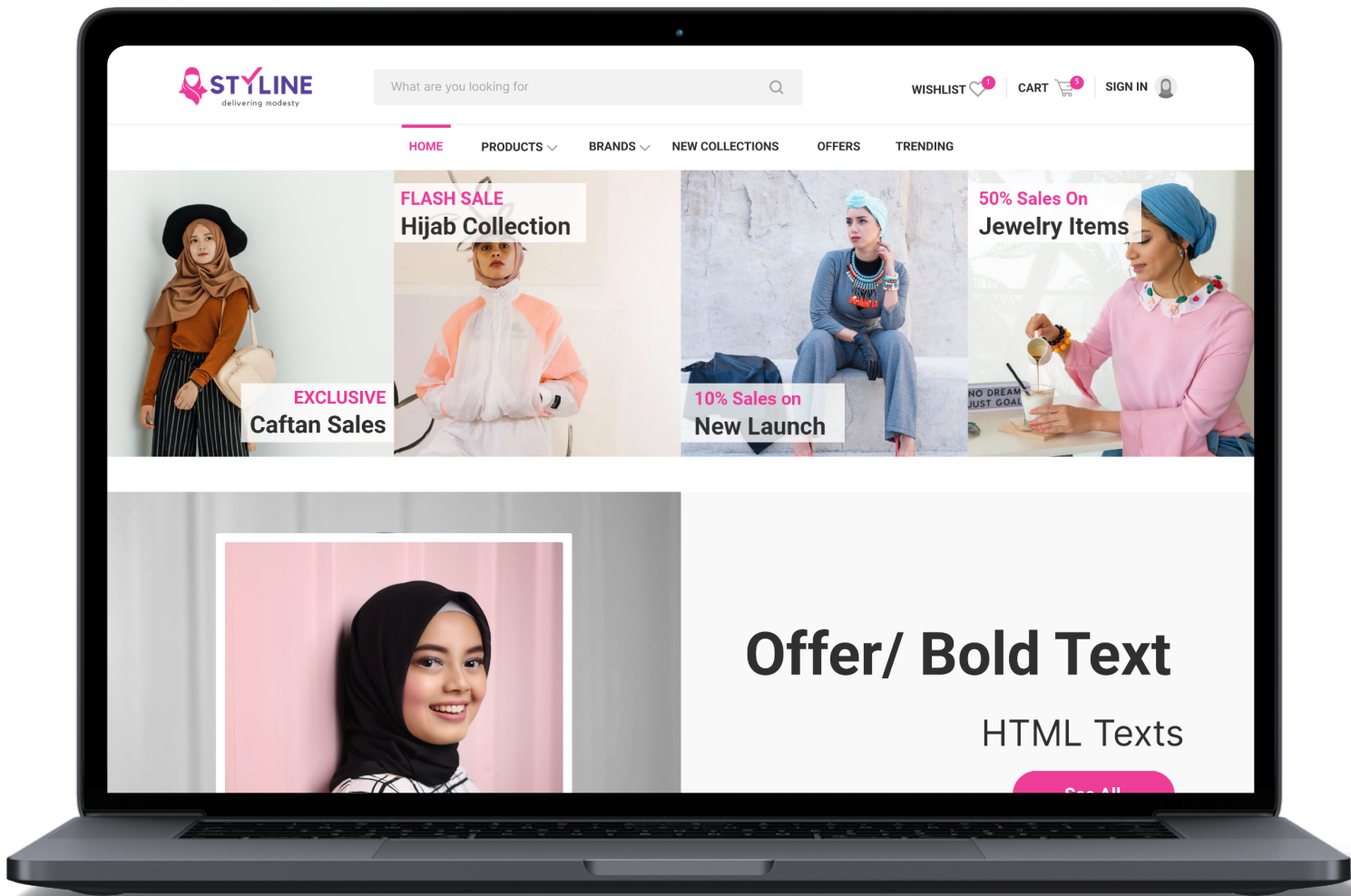
High Fidelity Design

Product Feed

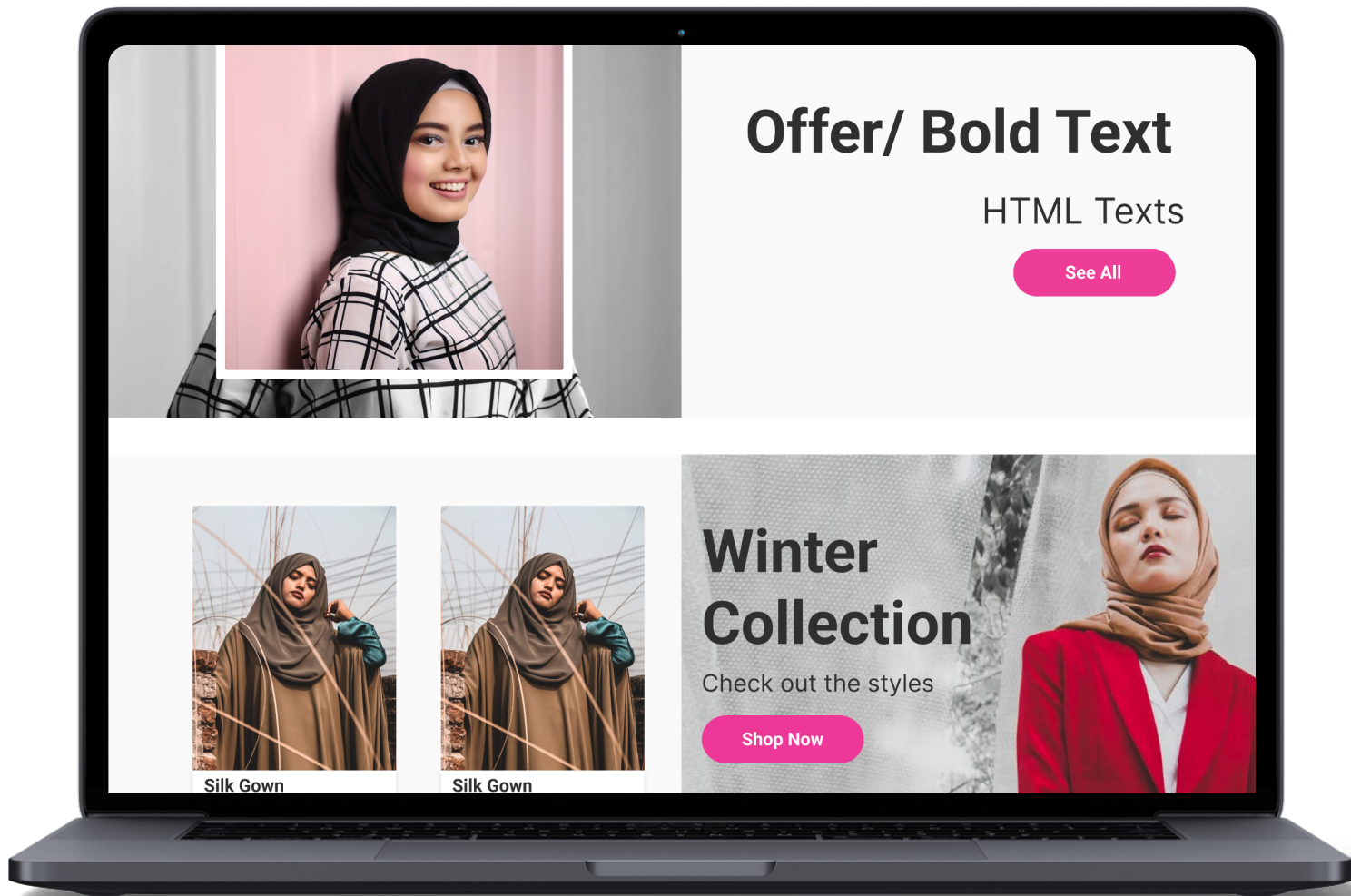


[Click for more information](#)

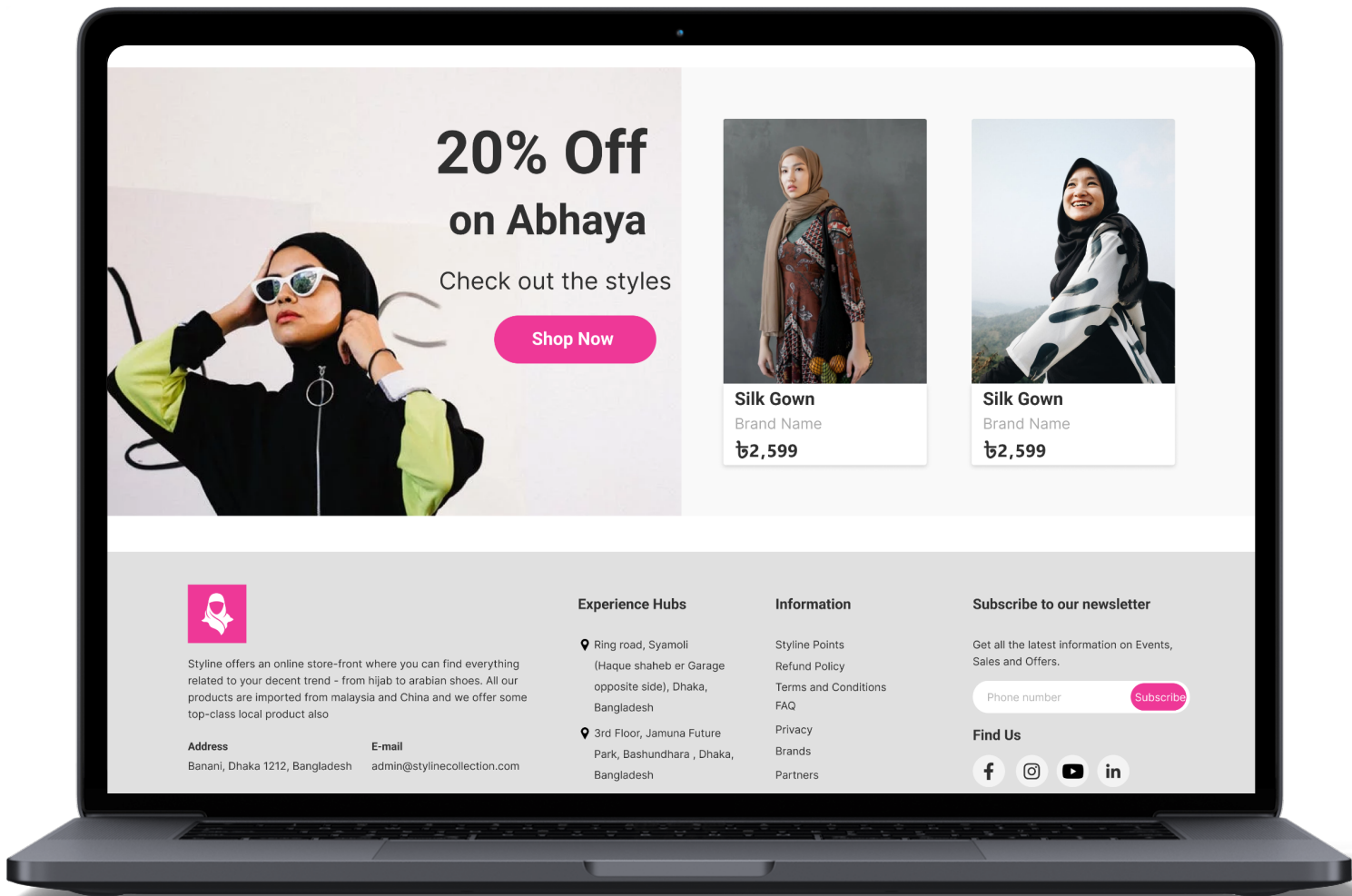
Offer Feed



Offer Feed

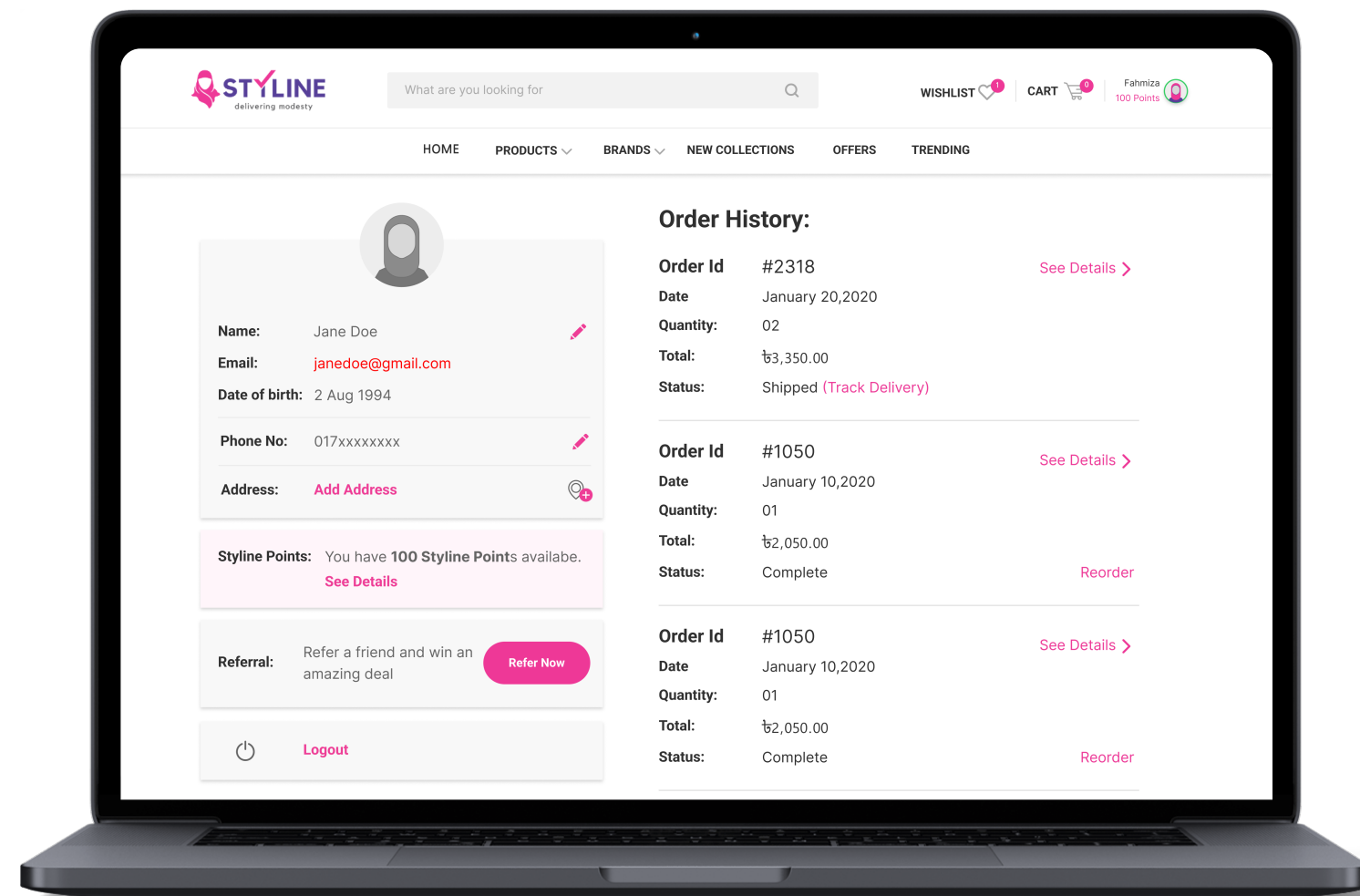


Offer Feed



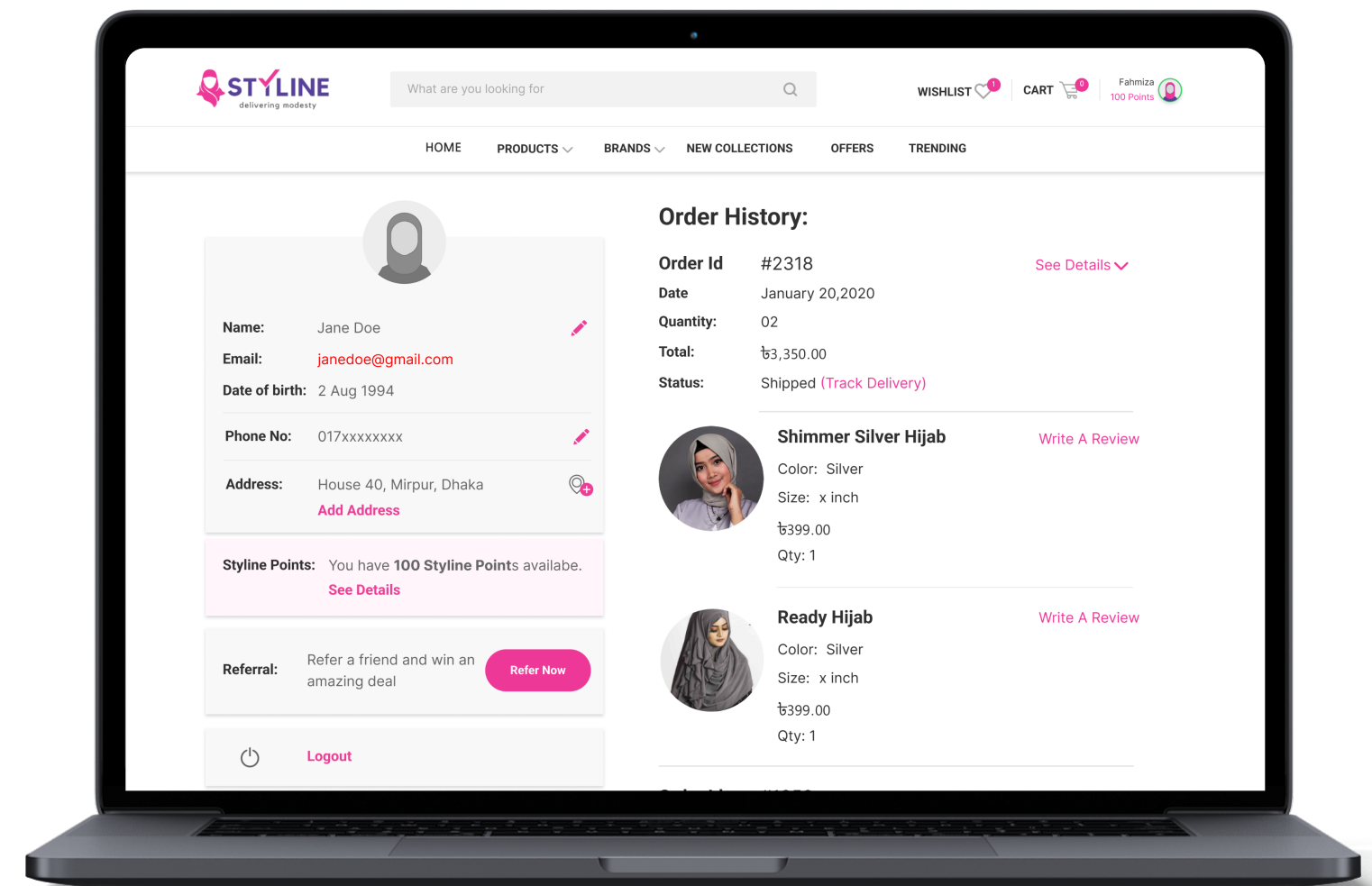
High Fidelity Design

Profile 1

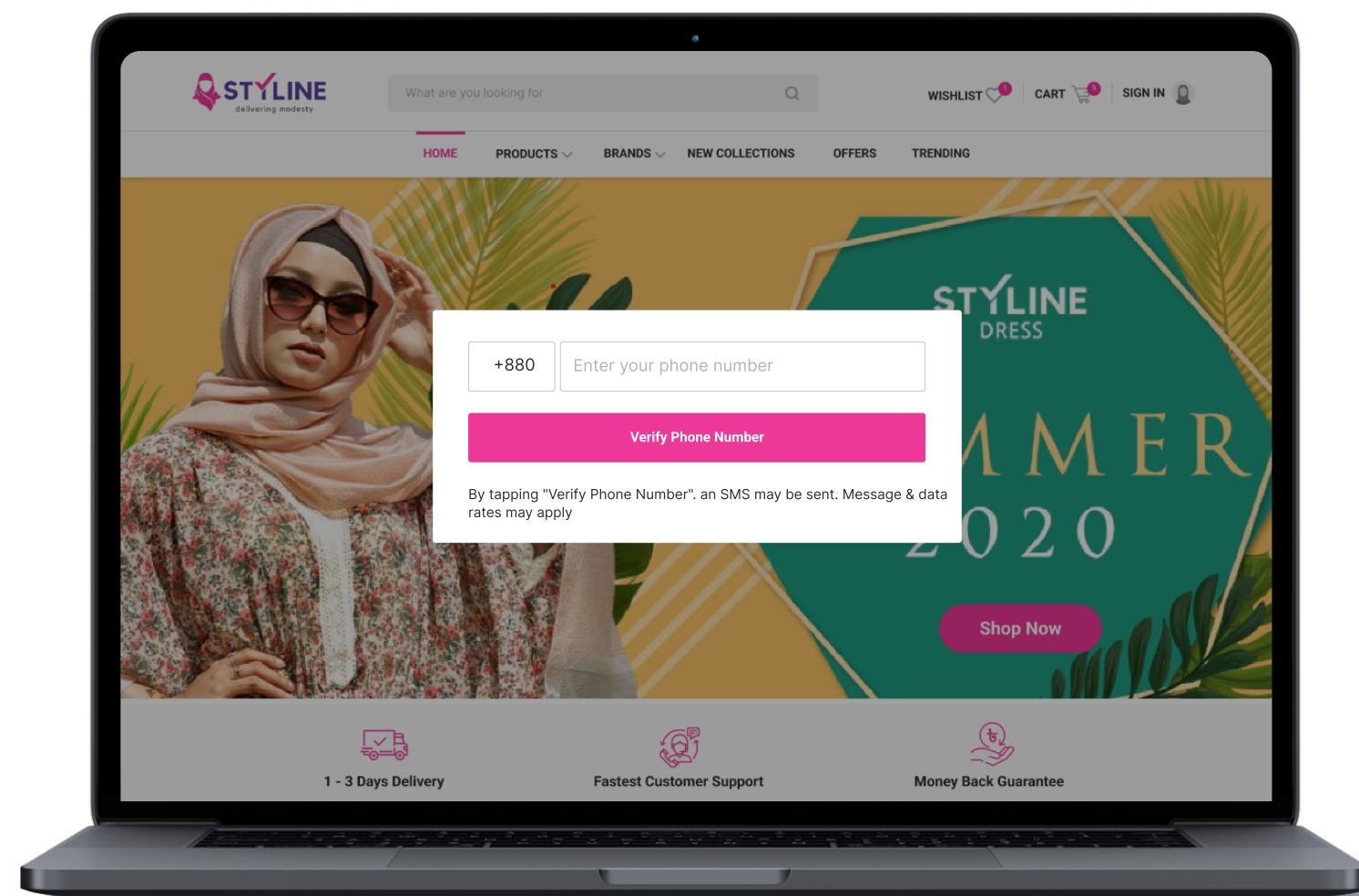


[Click for more information](#)

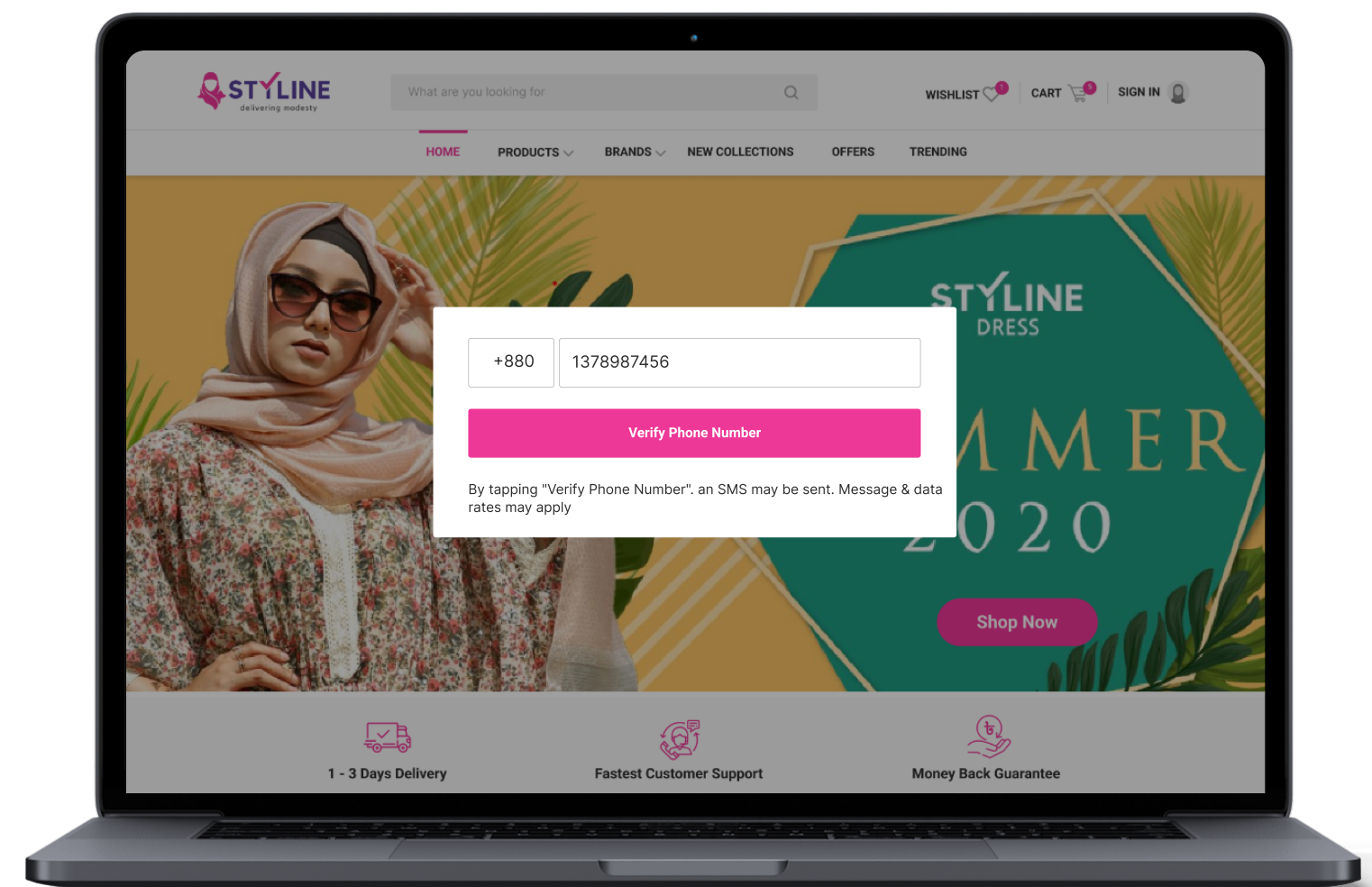
Profile 2



Login 1

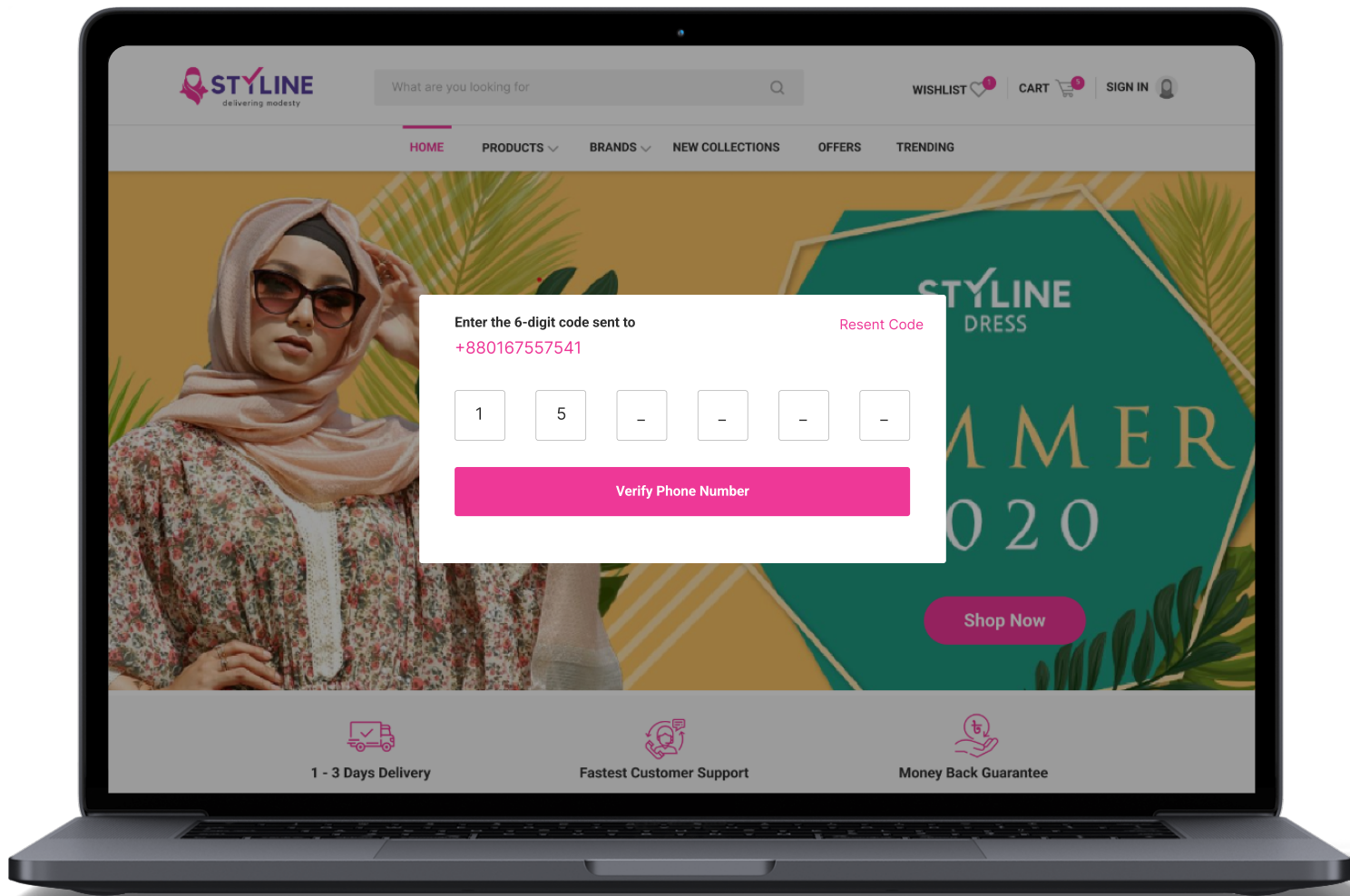


Login 2



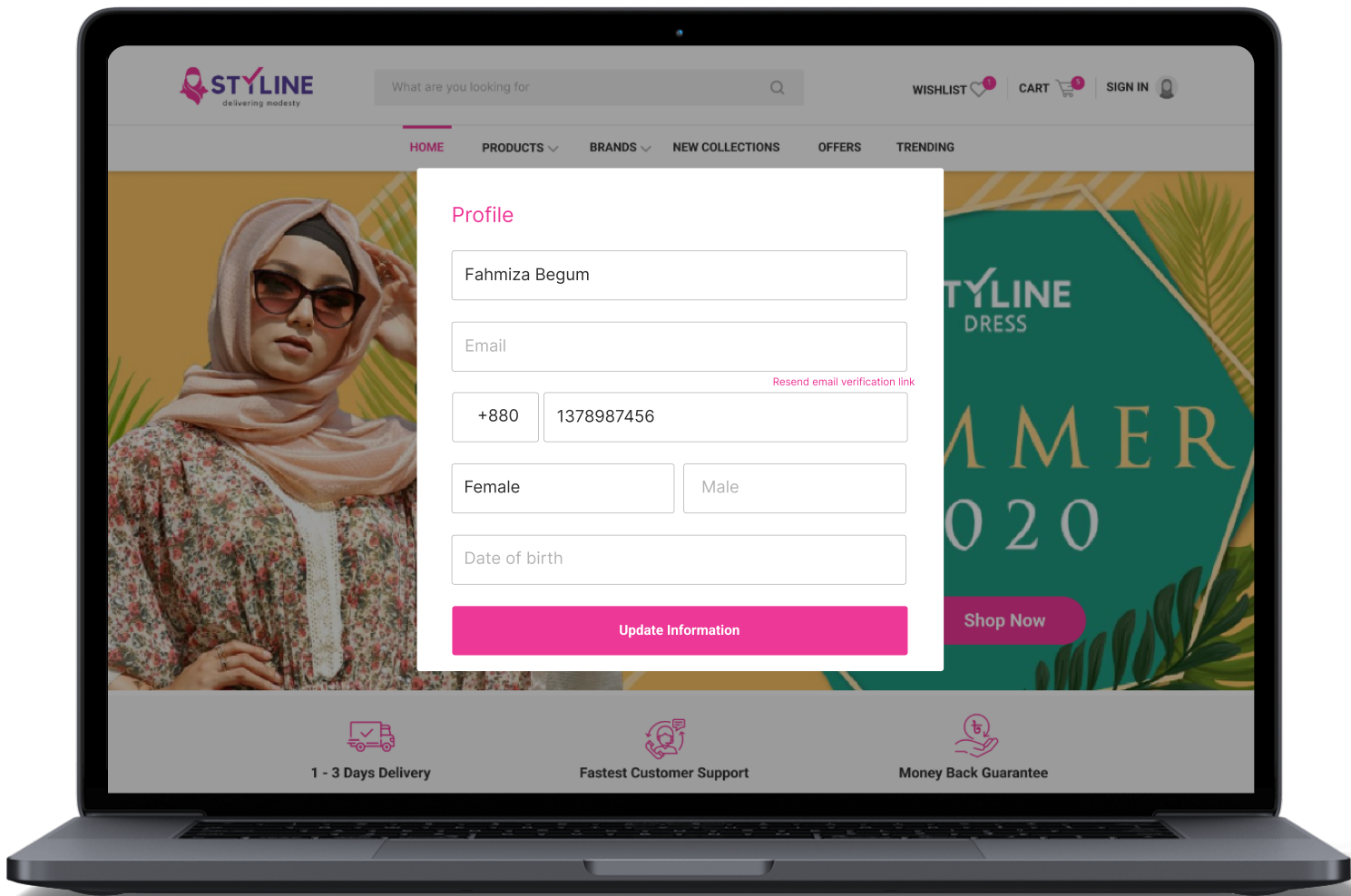
High Fidelity Design

OTP

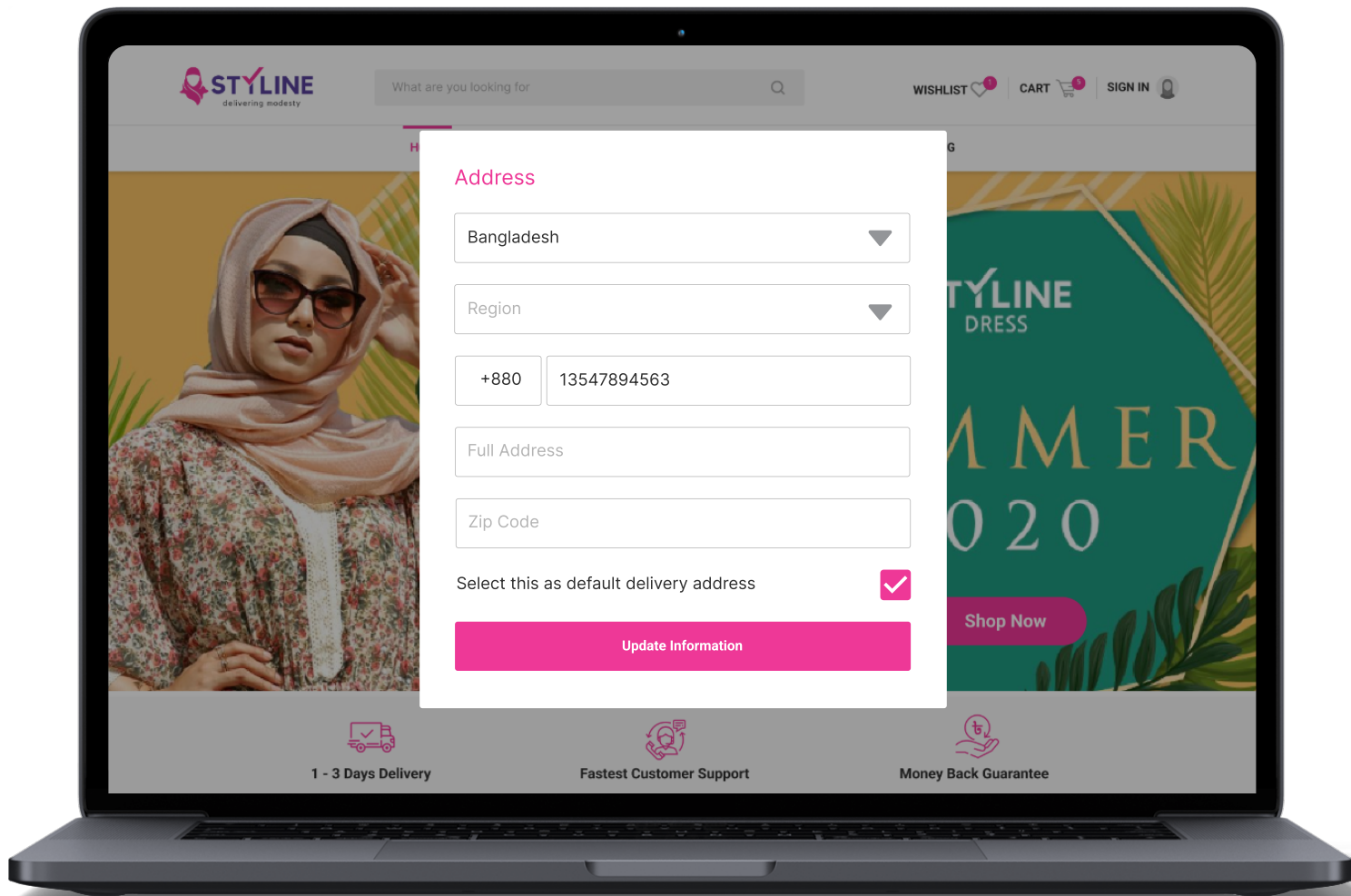


[Click for more information](#)

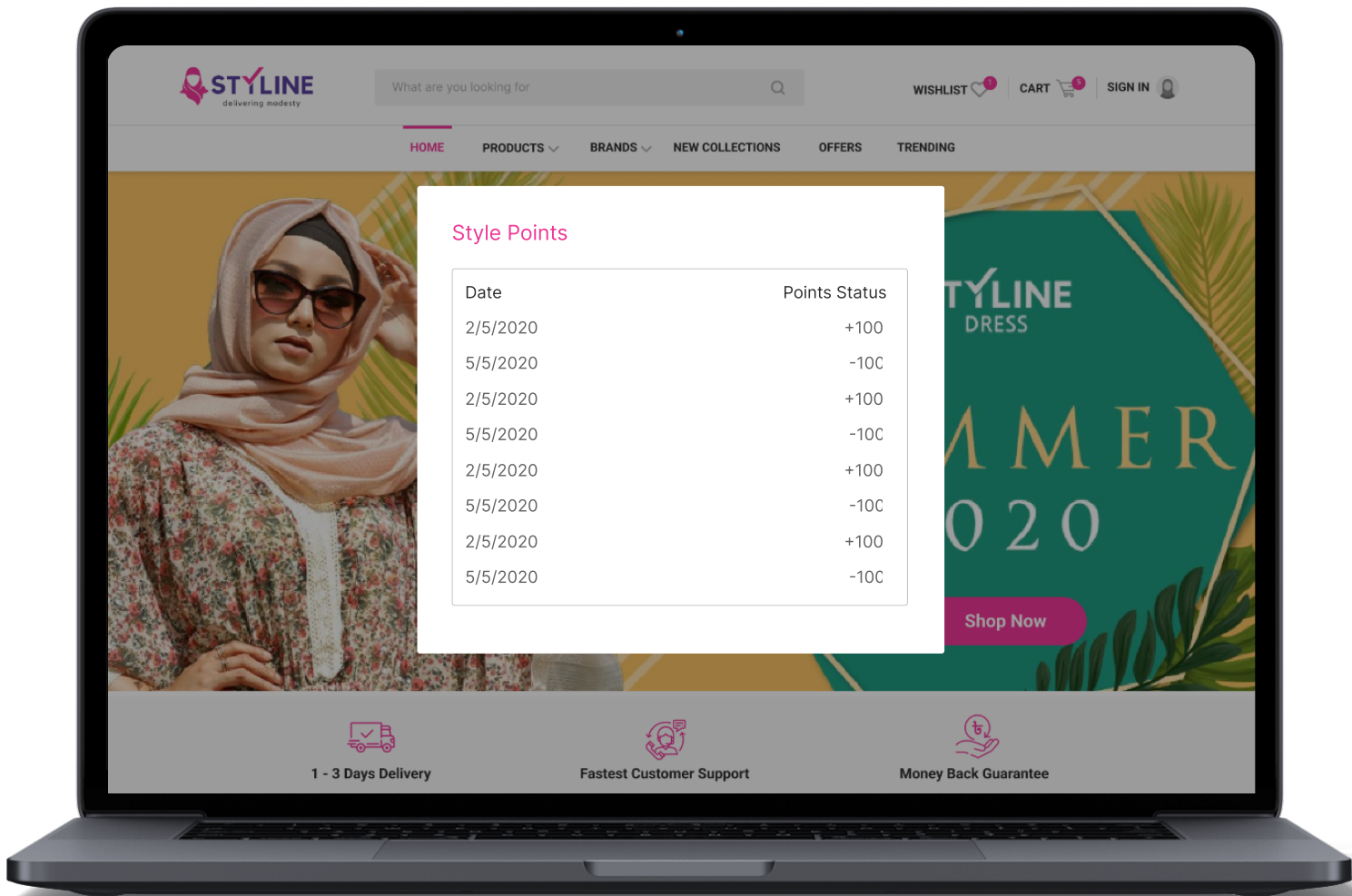
Profile Infomation



Address

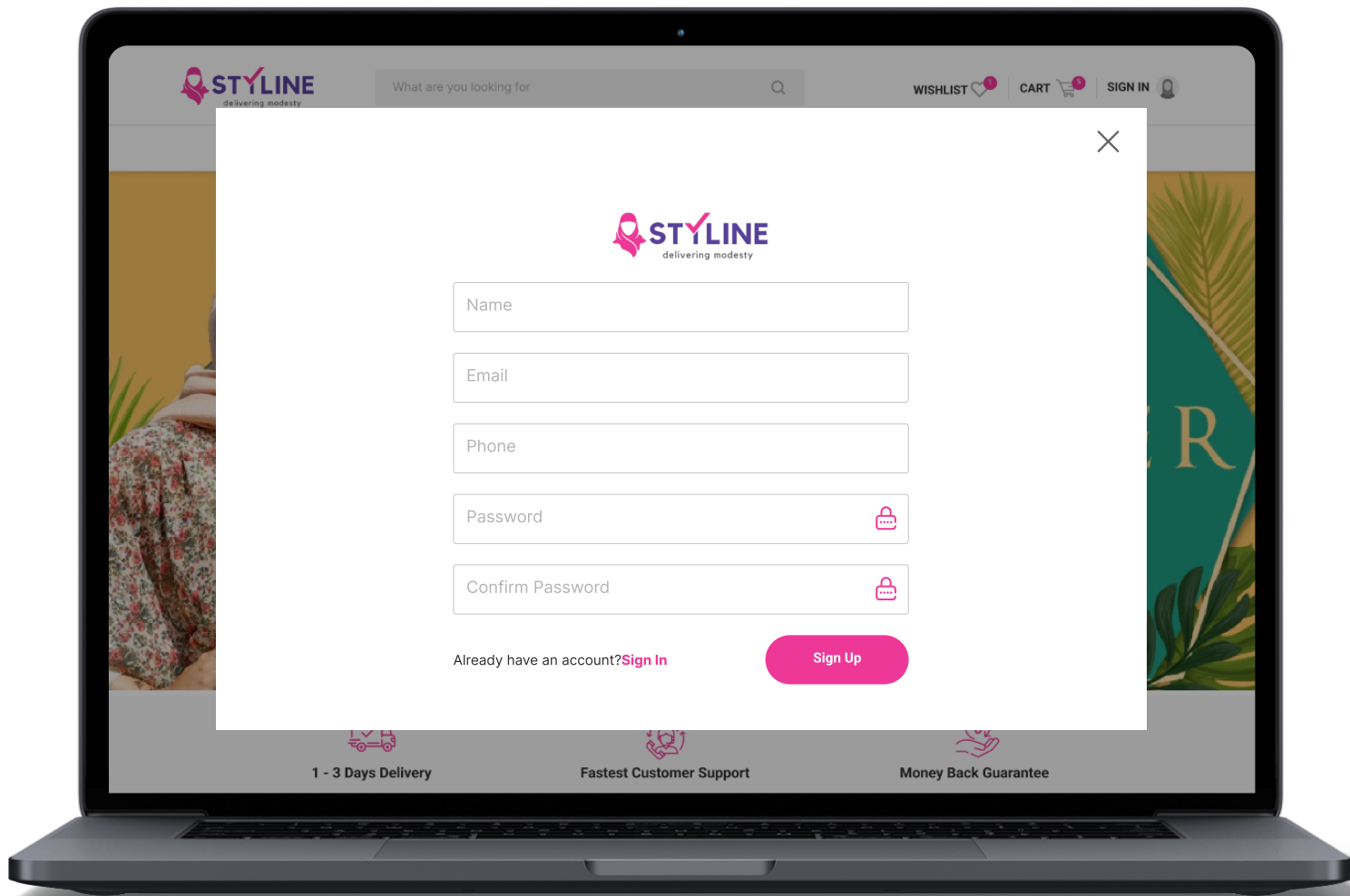


Style Points

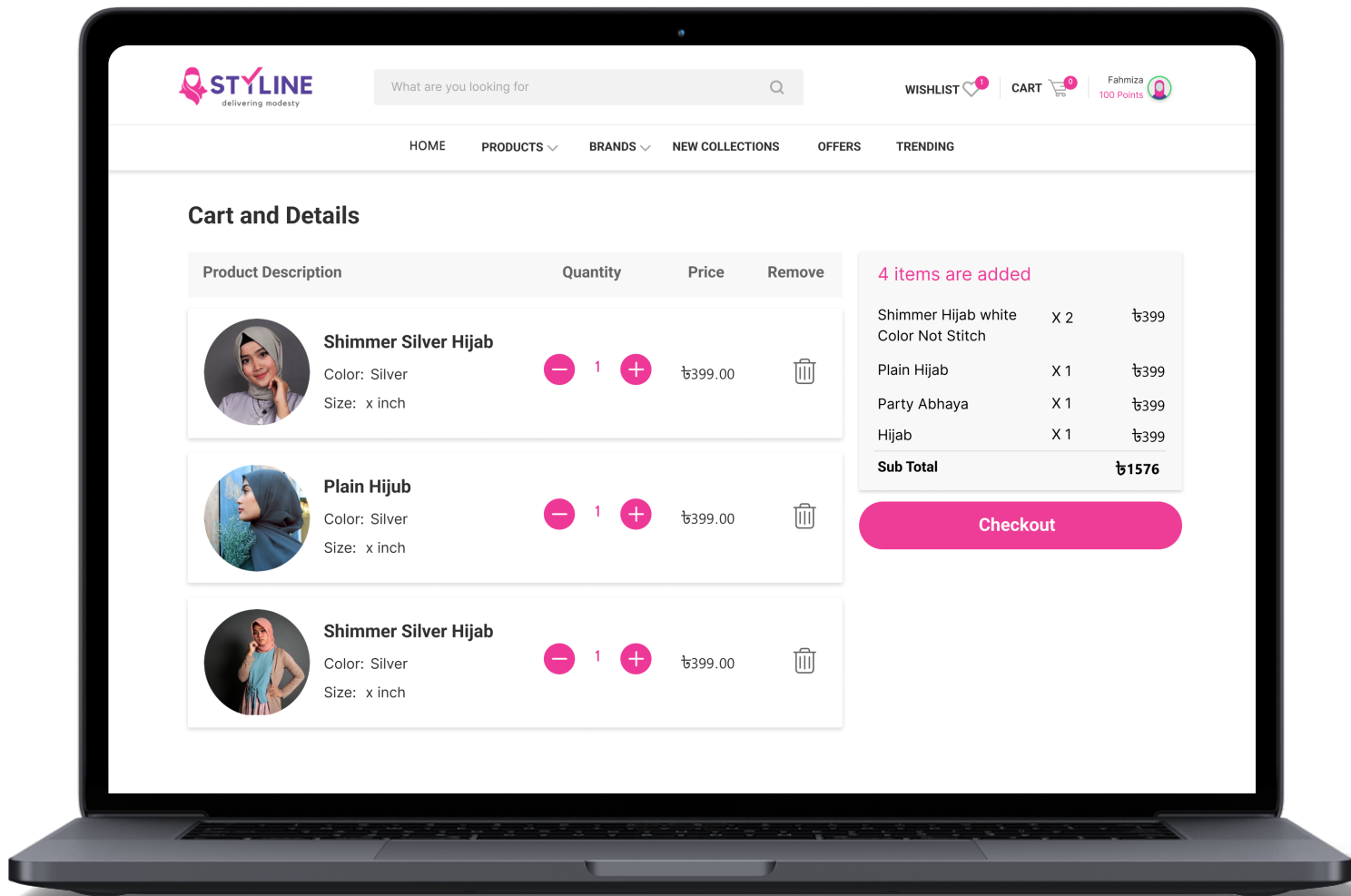


High Fidelity Design

Create Account

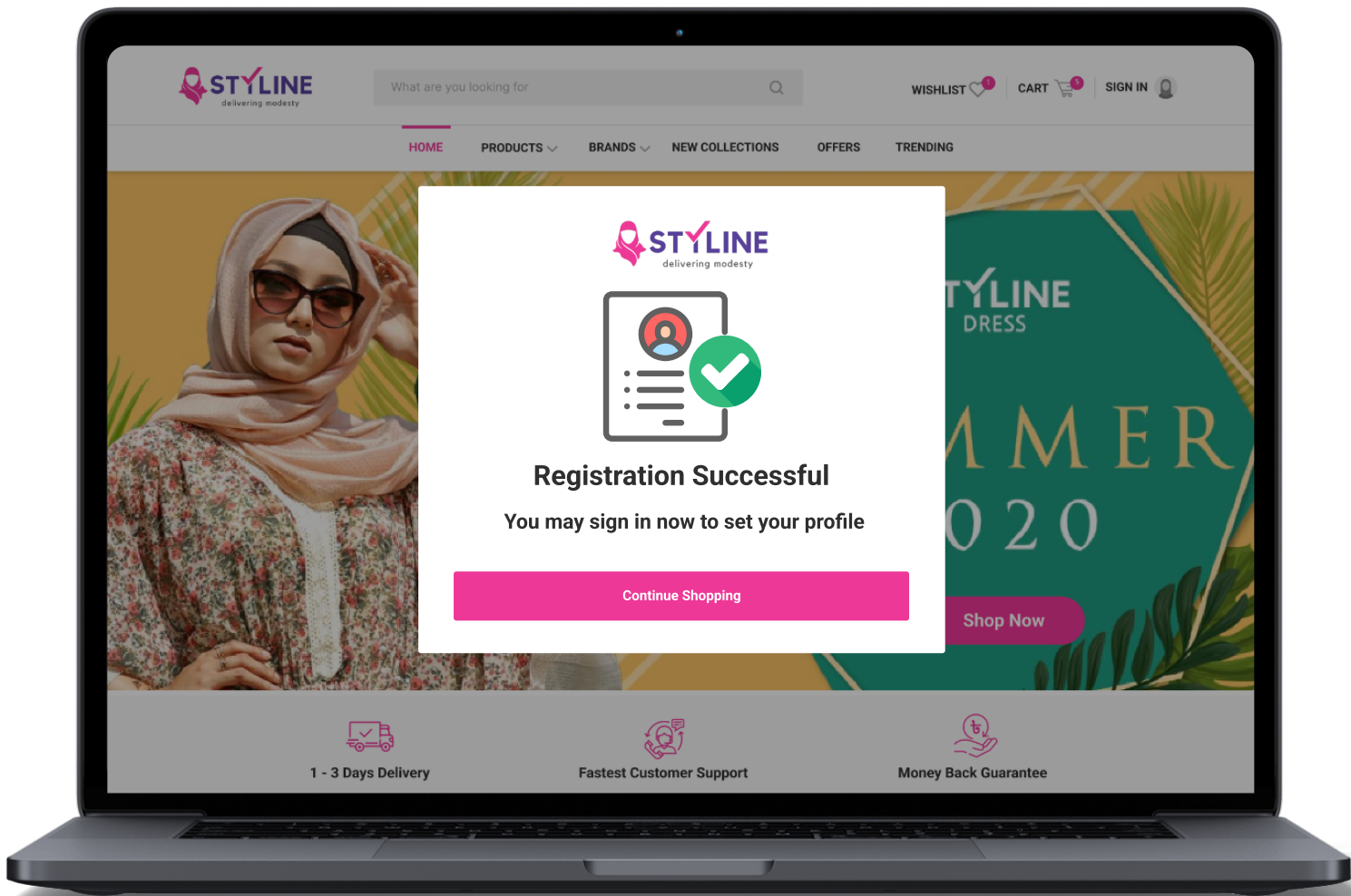


Cart 1

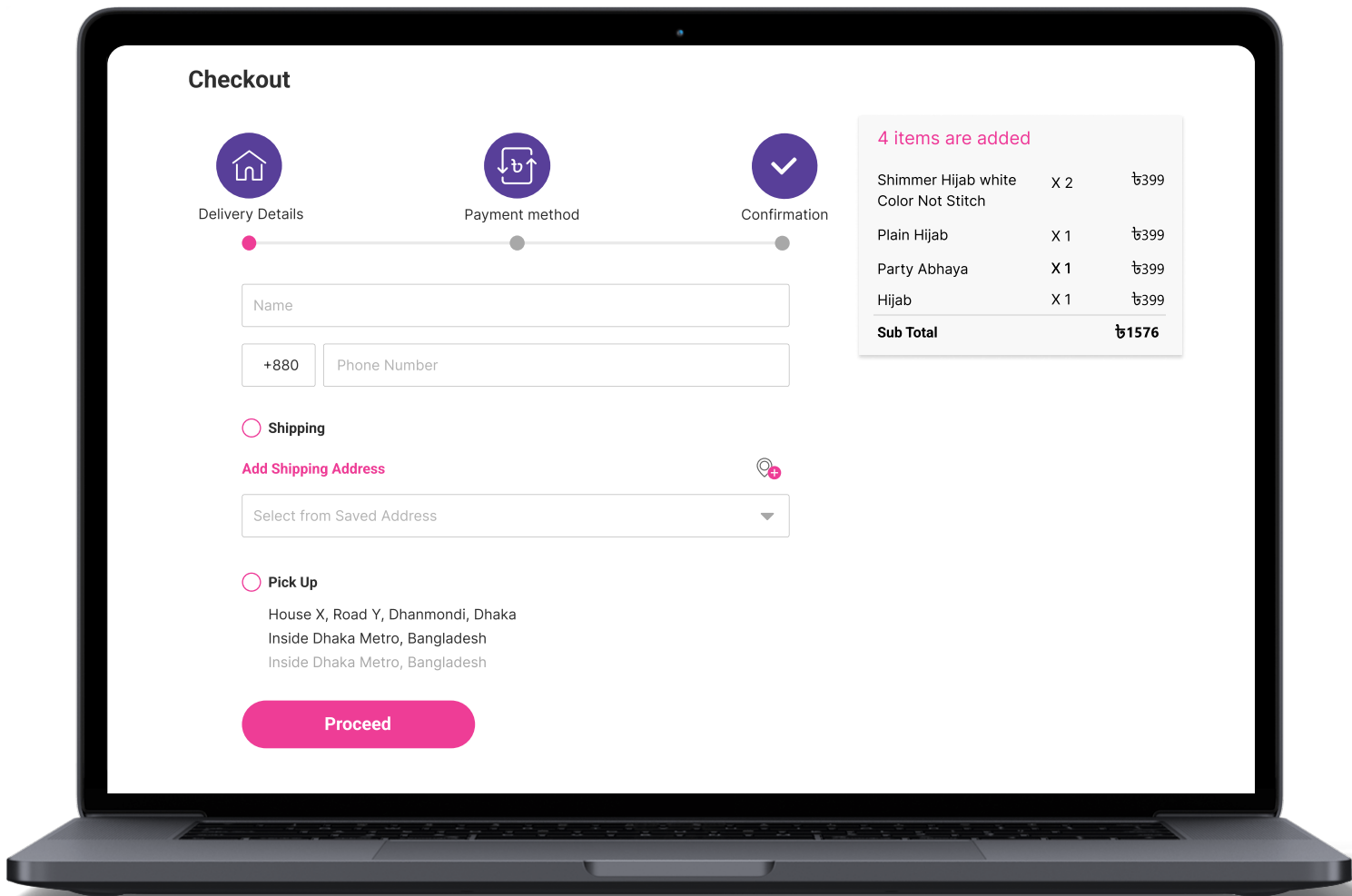


[Click for more information](#)

Create Account Success



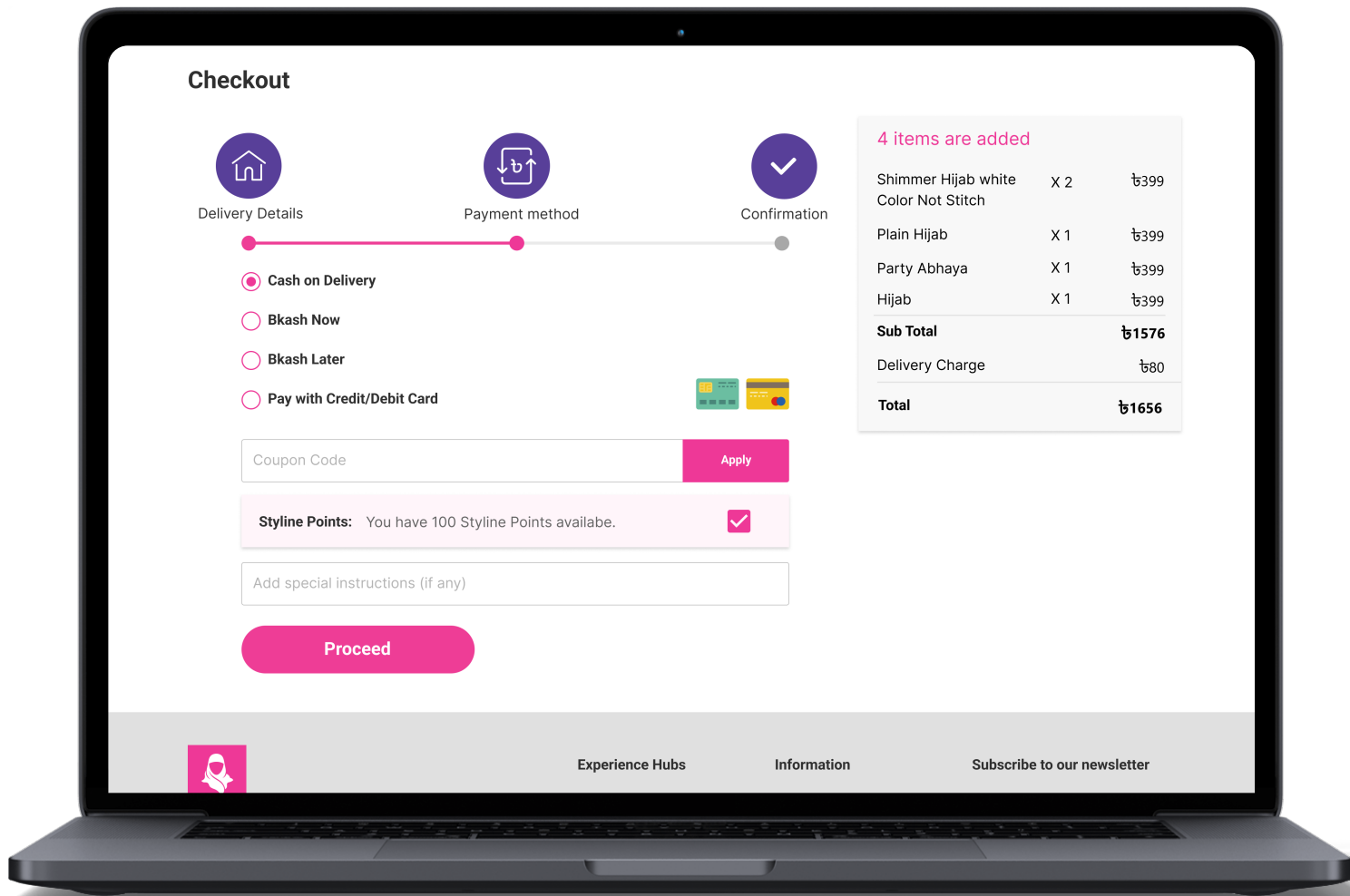
Cart 2



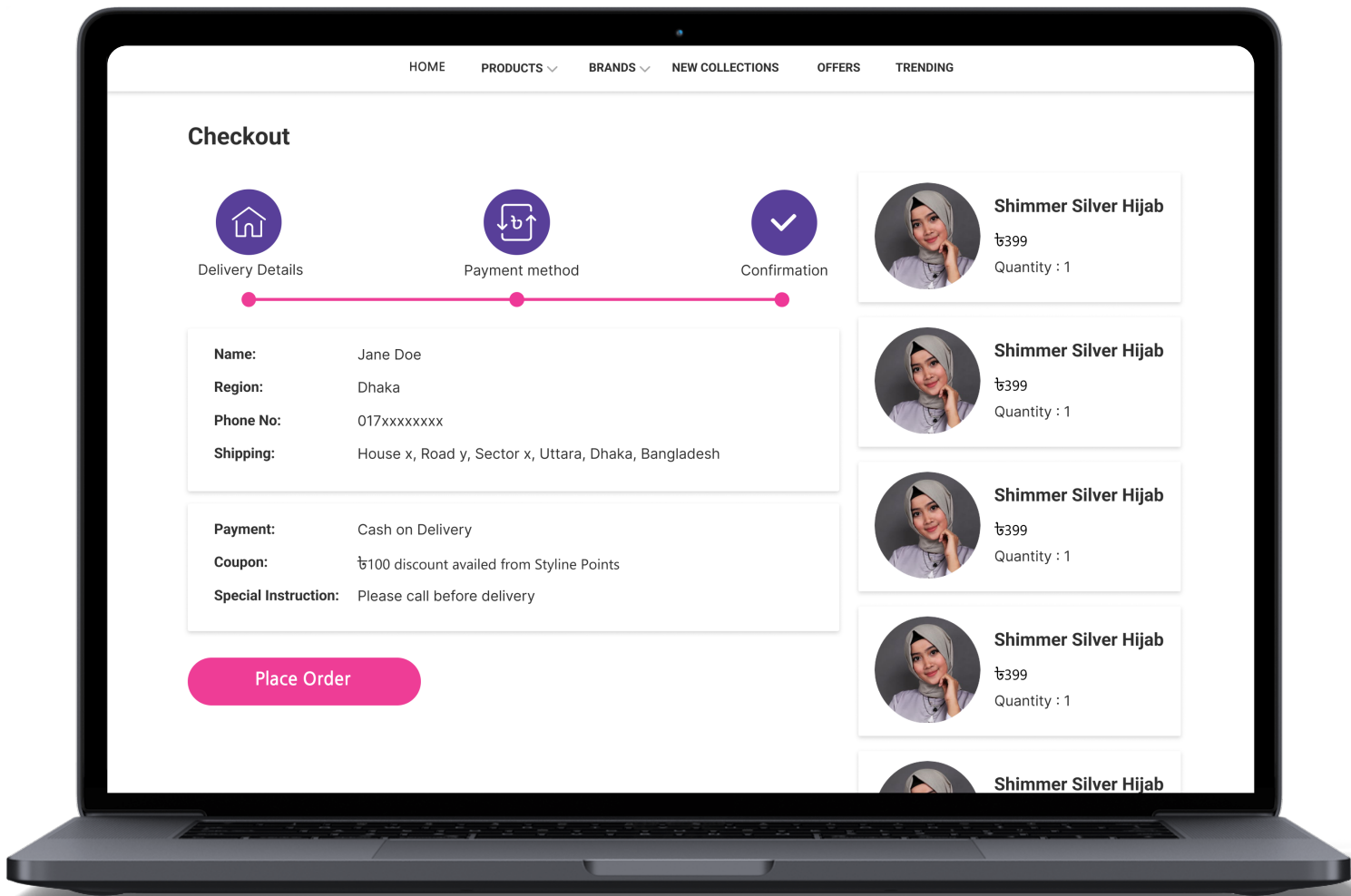
High Fidelity Design

[Click for more information](#)

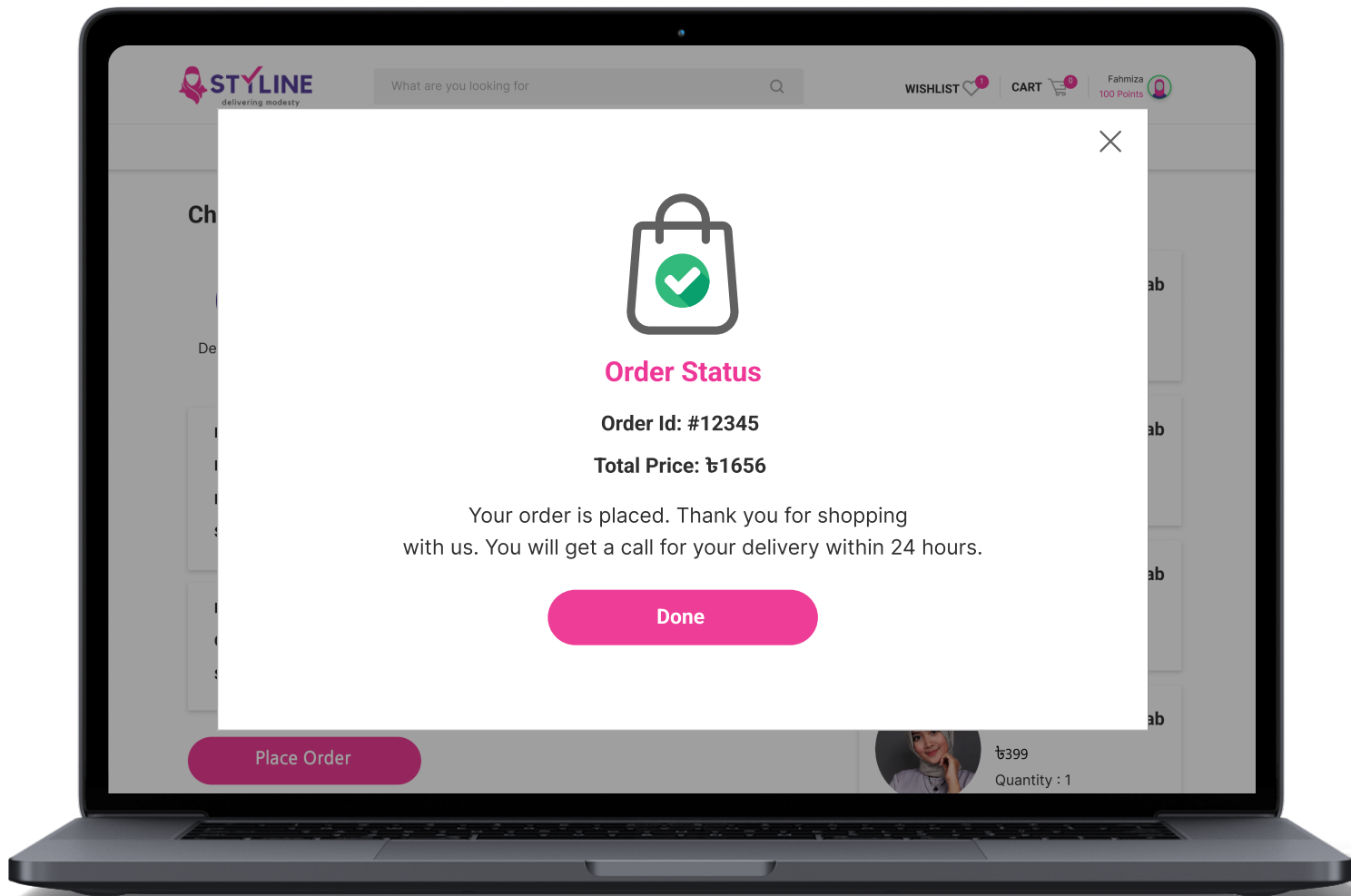
Cart 3



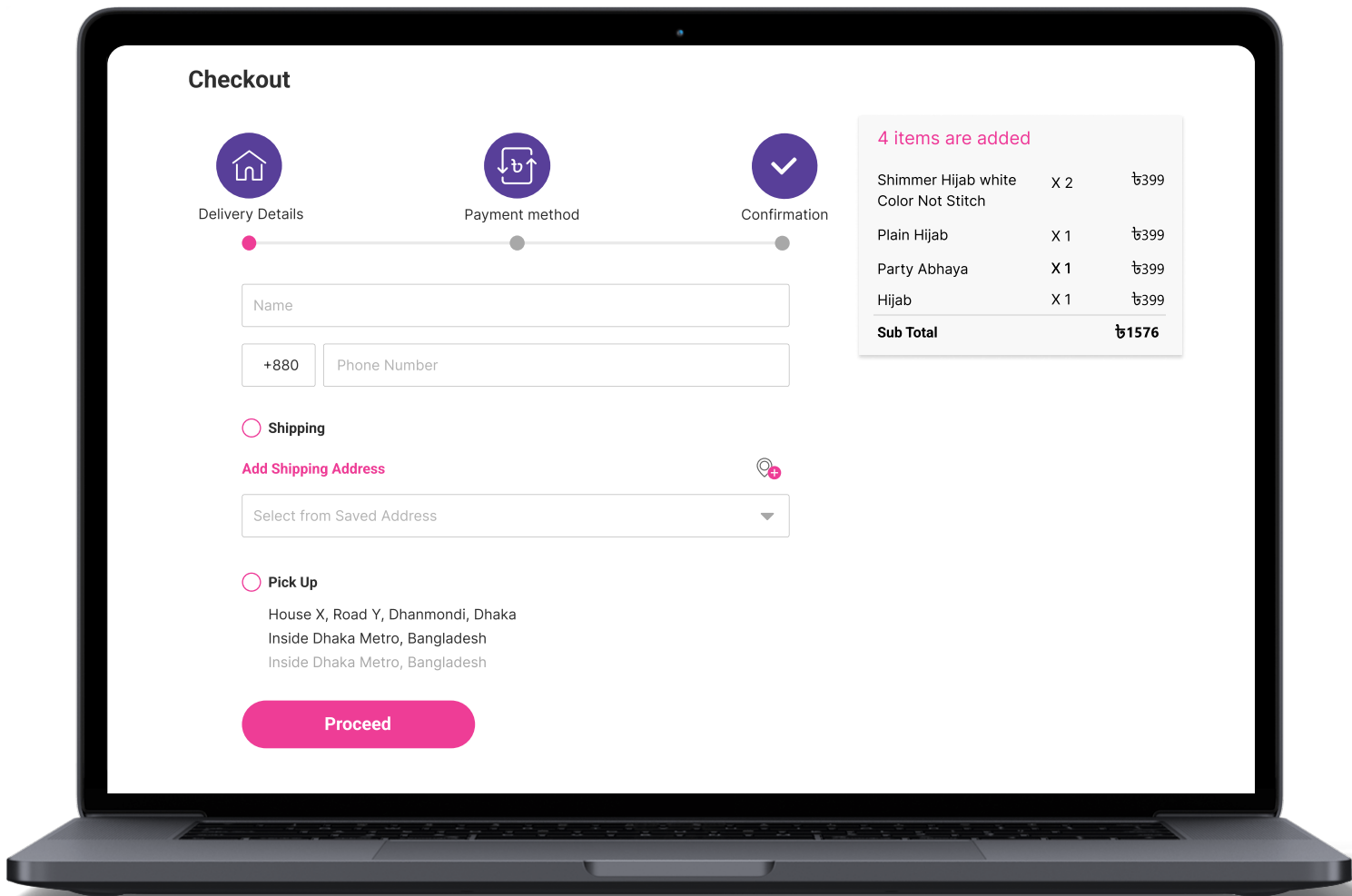
Cart 4



Cart Success



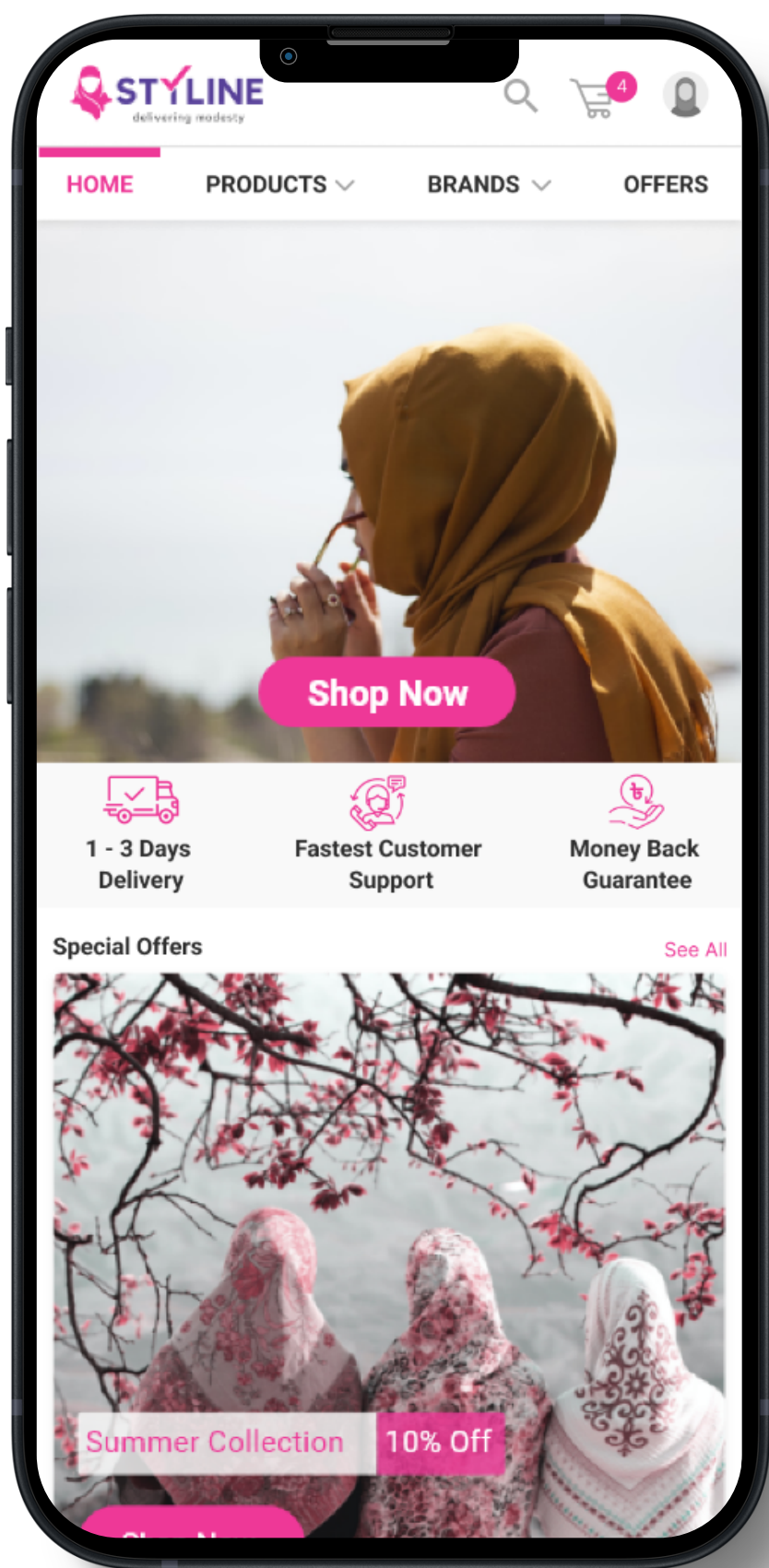
Style Points



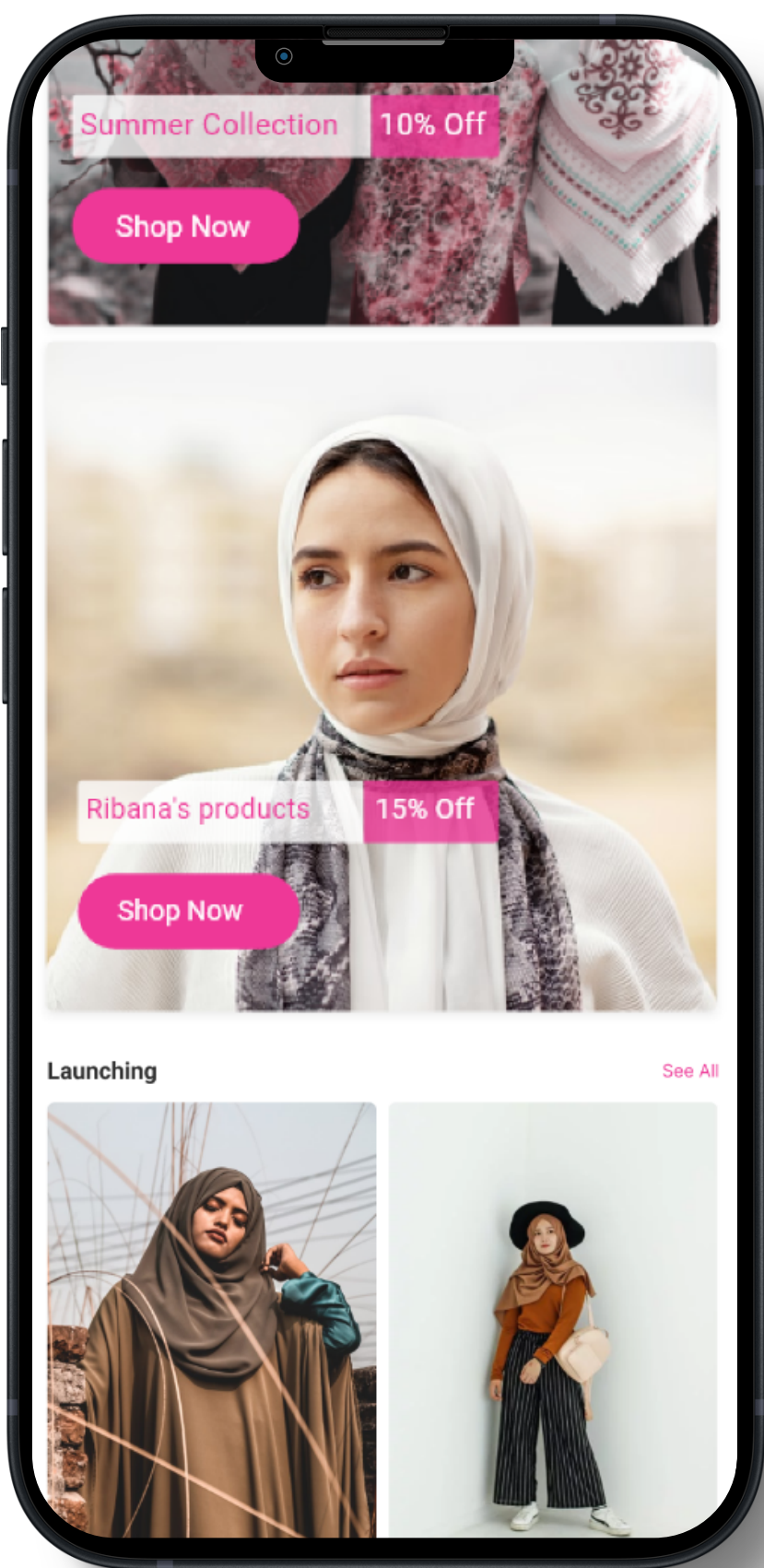
High Fidelity Design

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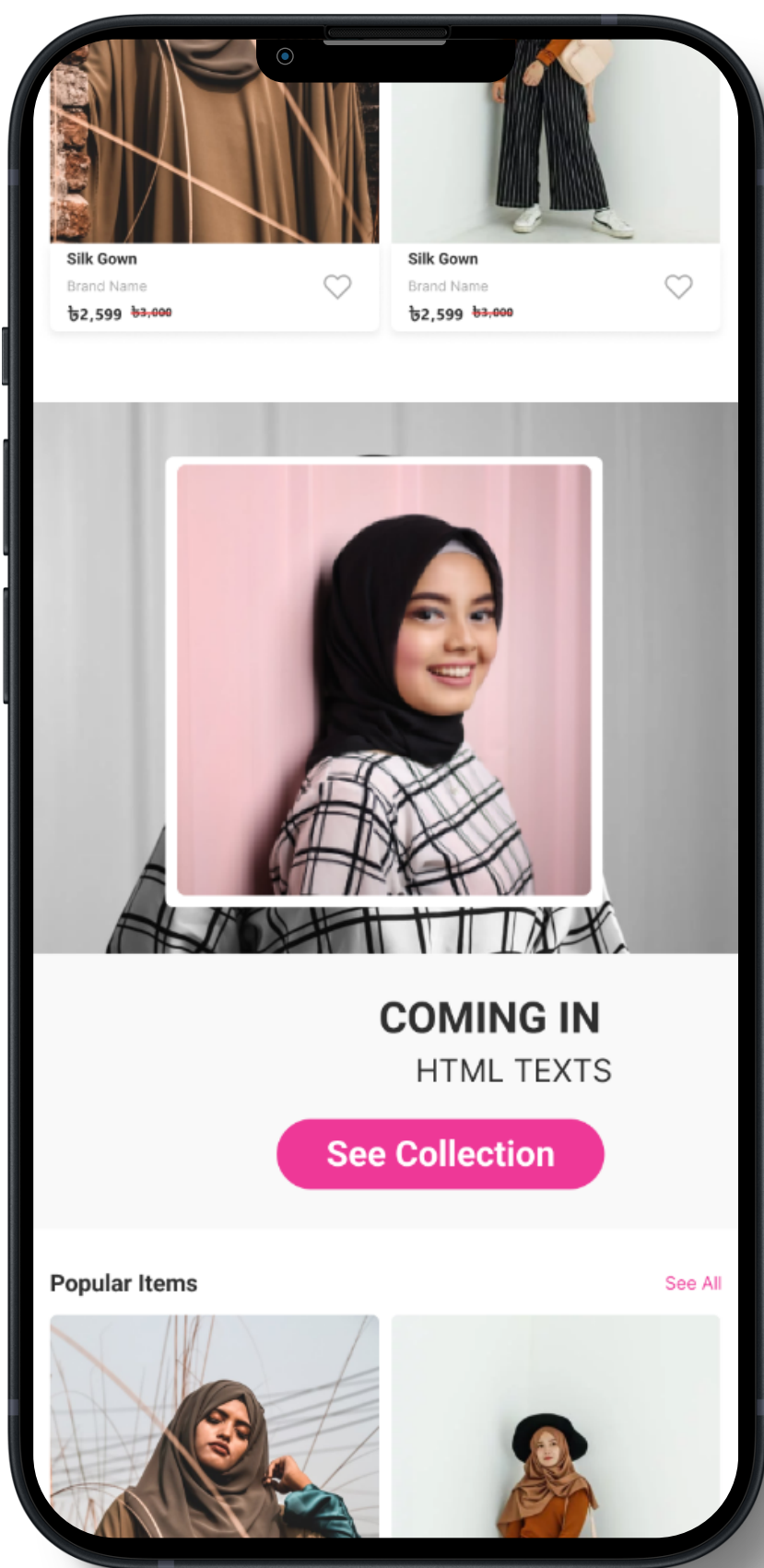
Mobile Home



Mobile Home



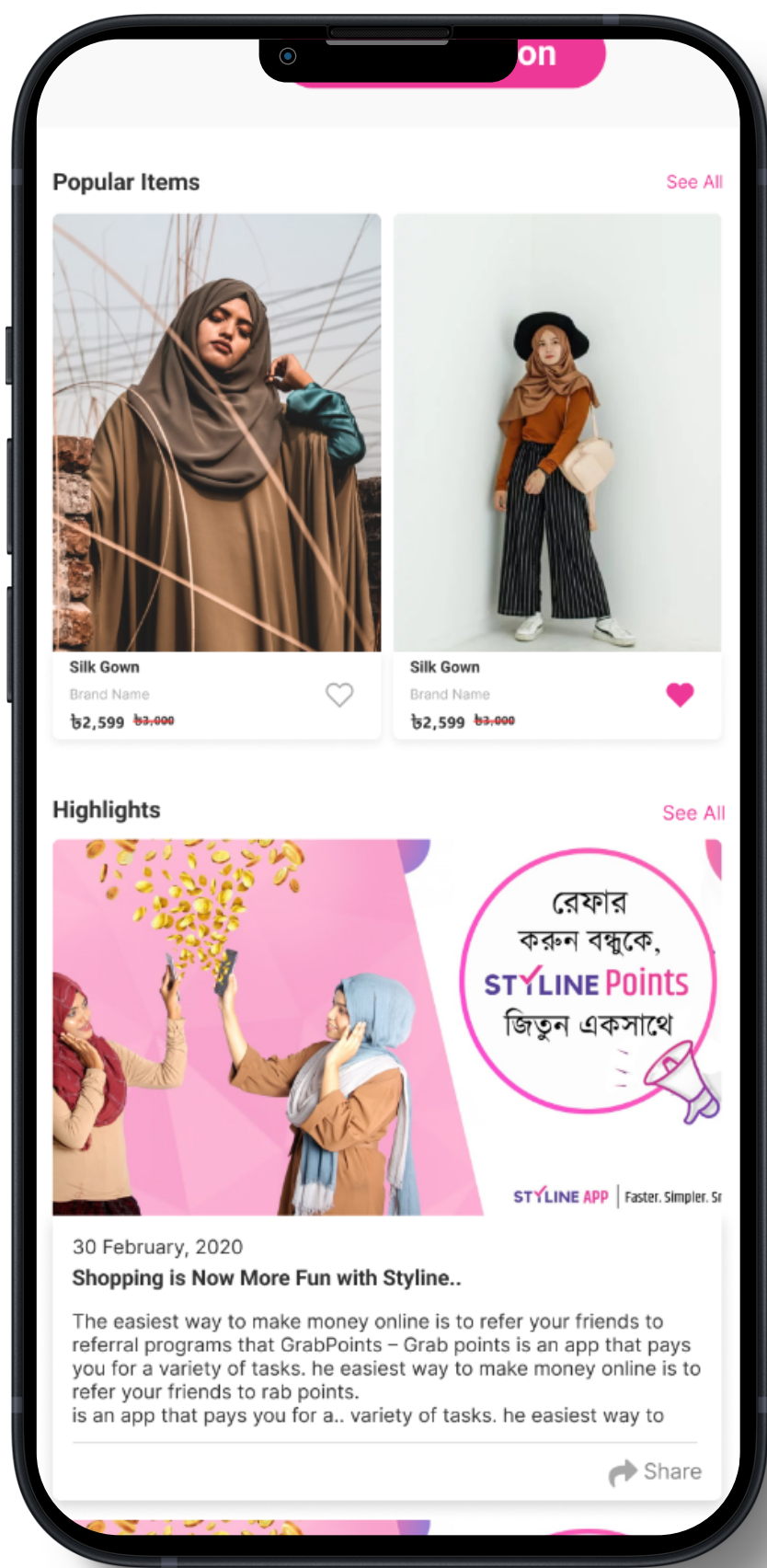
Mobile Home



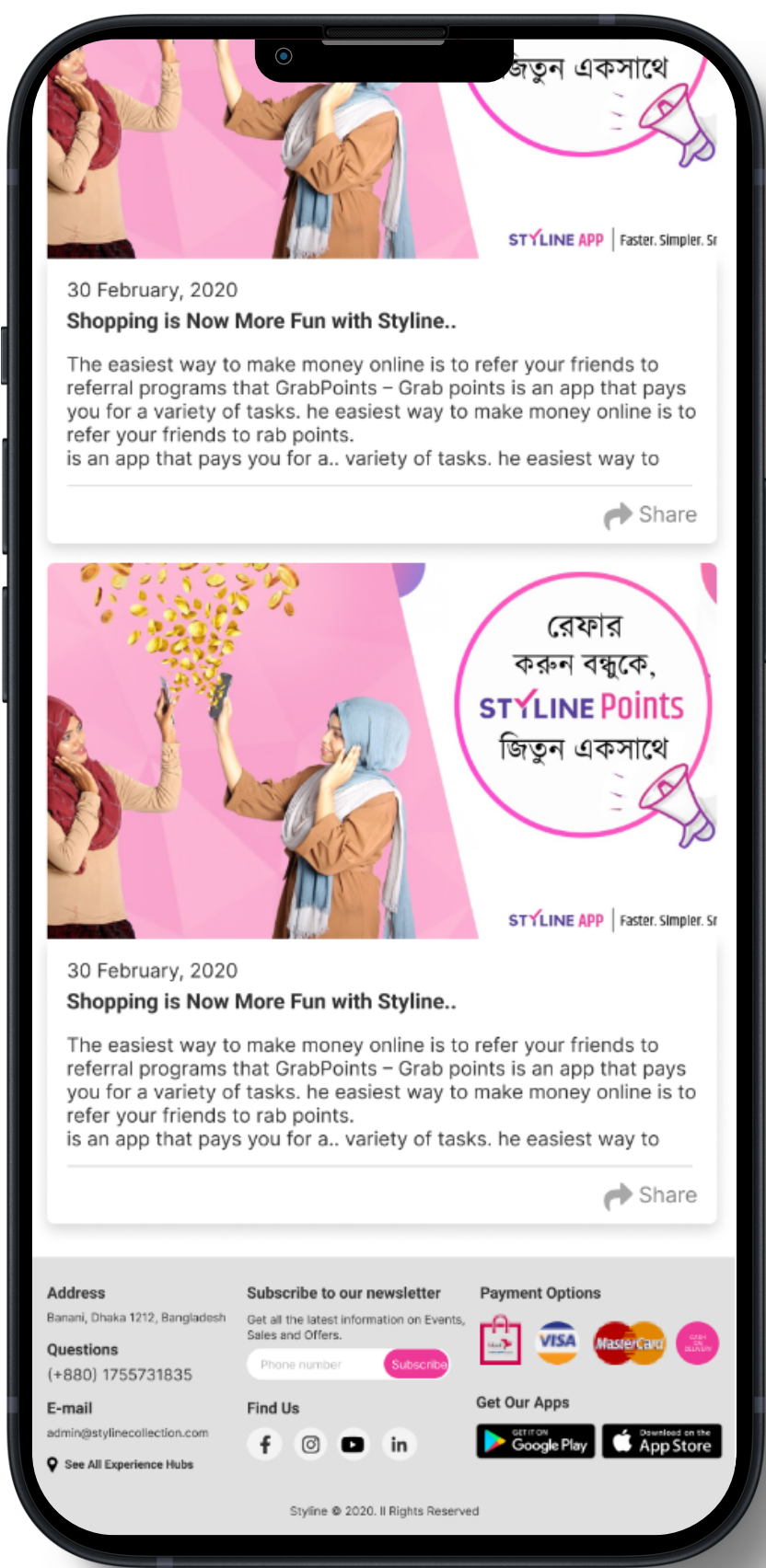
High Fidelity Design

[Click for more information](#)

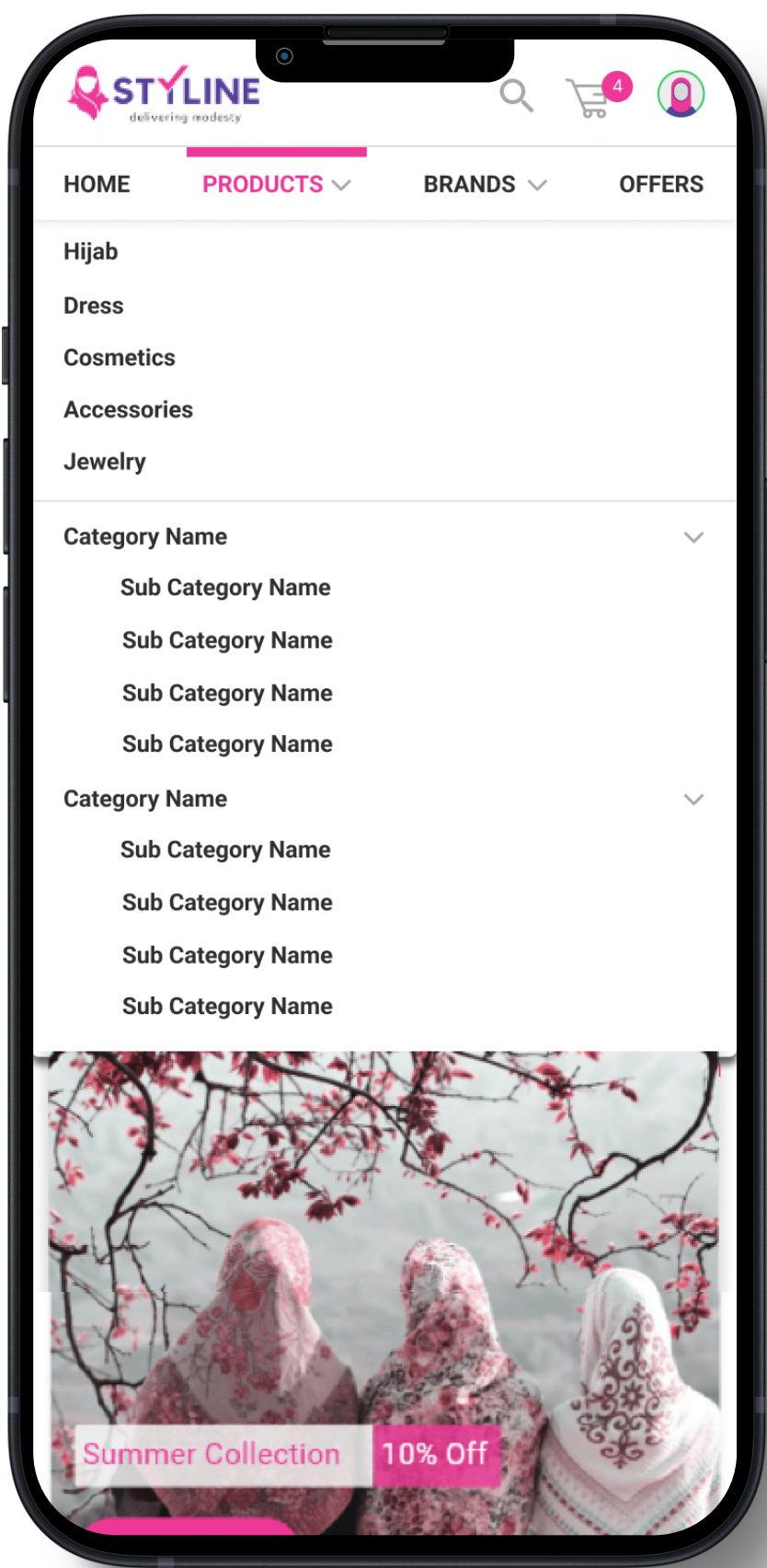
Mobile Home



Mobile Home



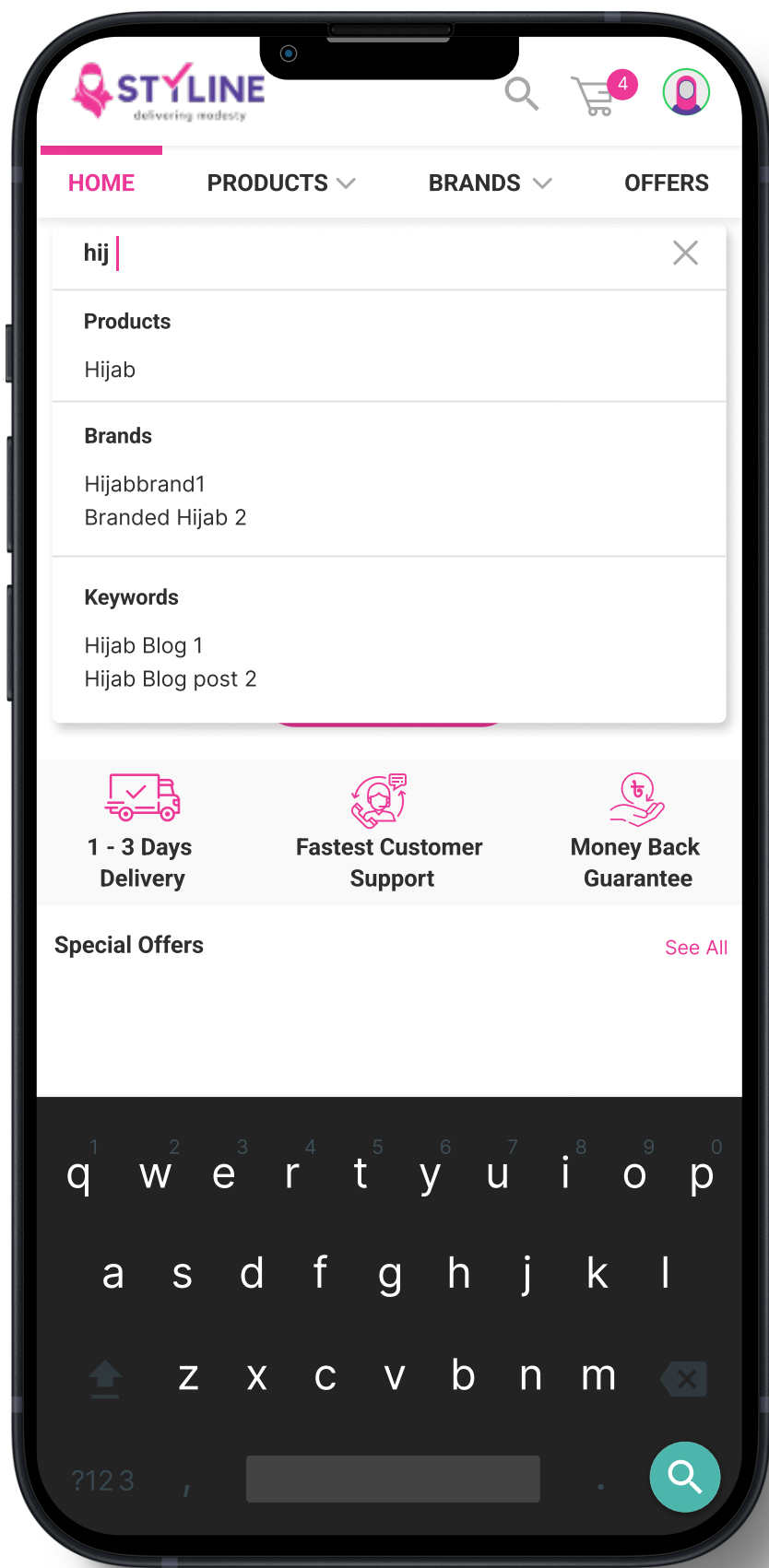
Mobile Home Menu



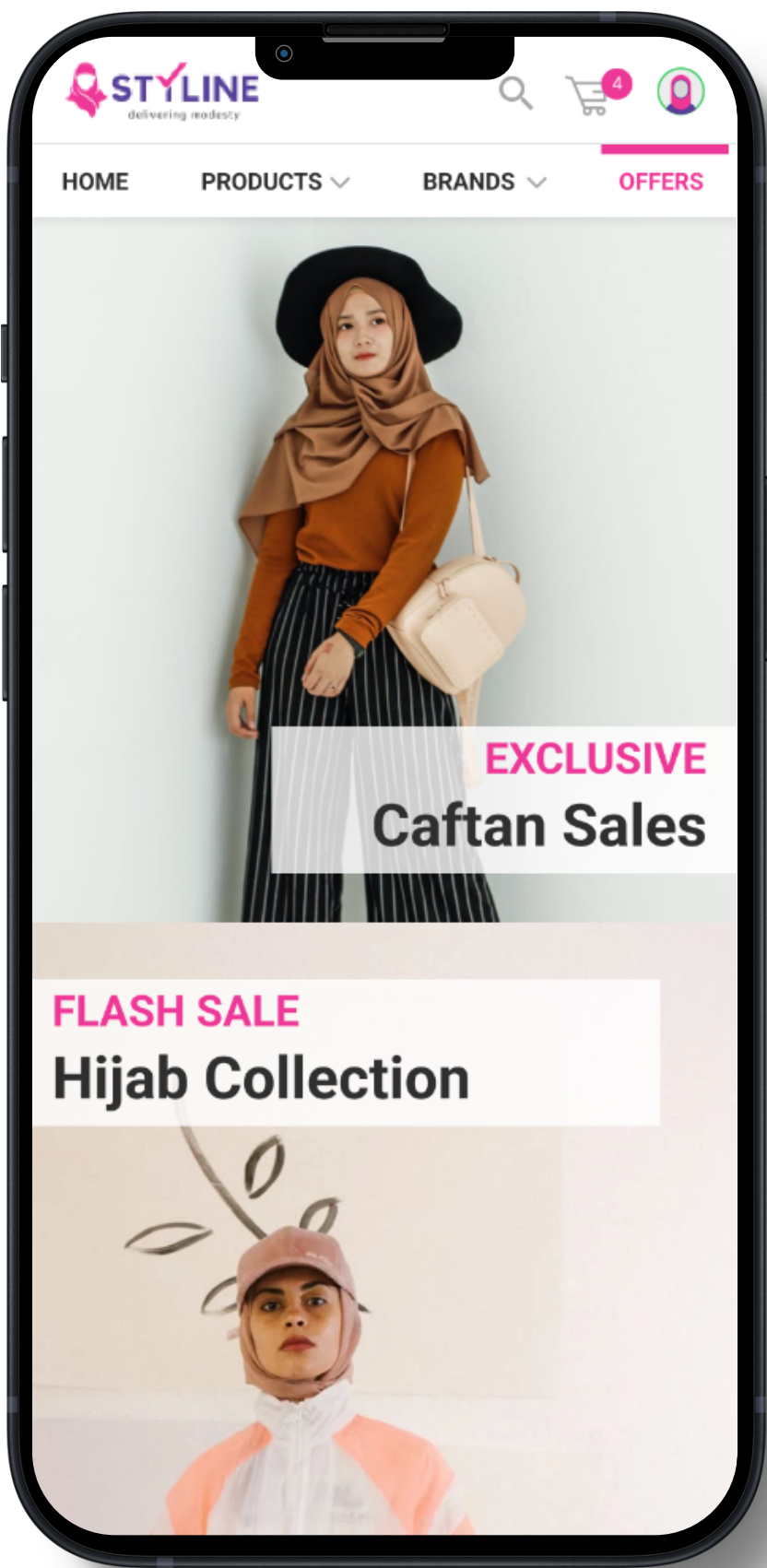
High Fidelity Design

[Click for more information](#)

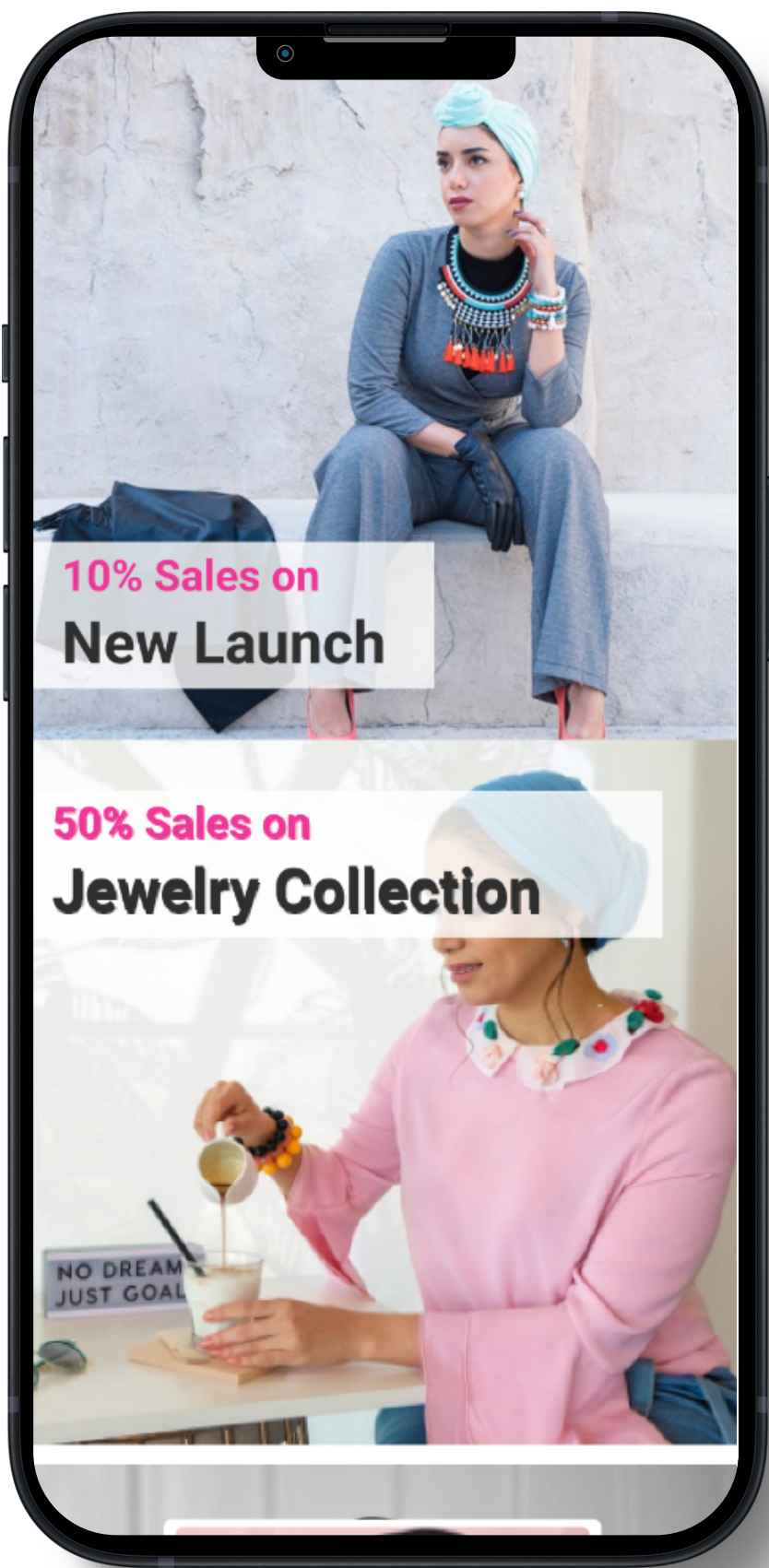
Mobile Search



Mobile Offer Feed



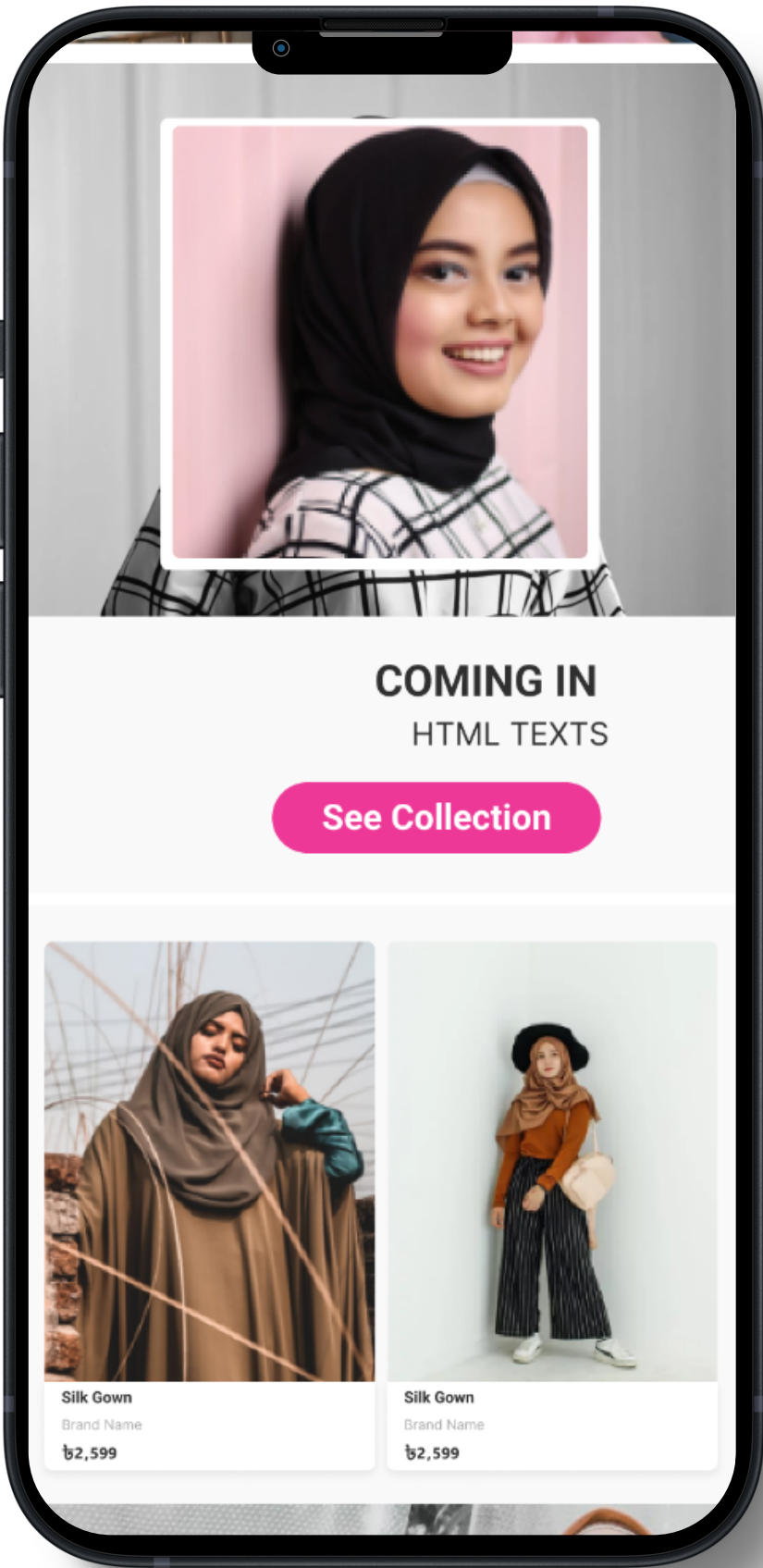
Mobile Offer Feed



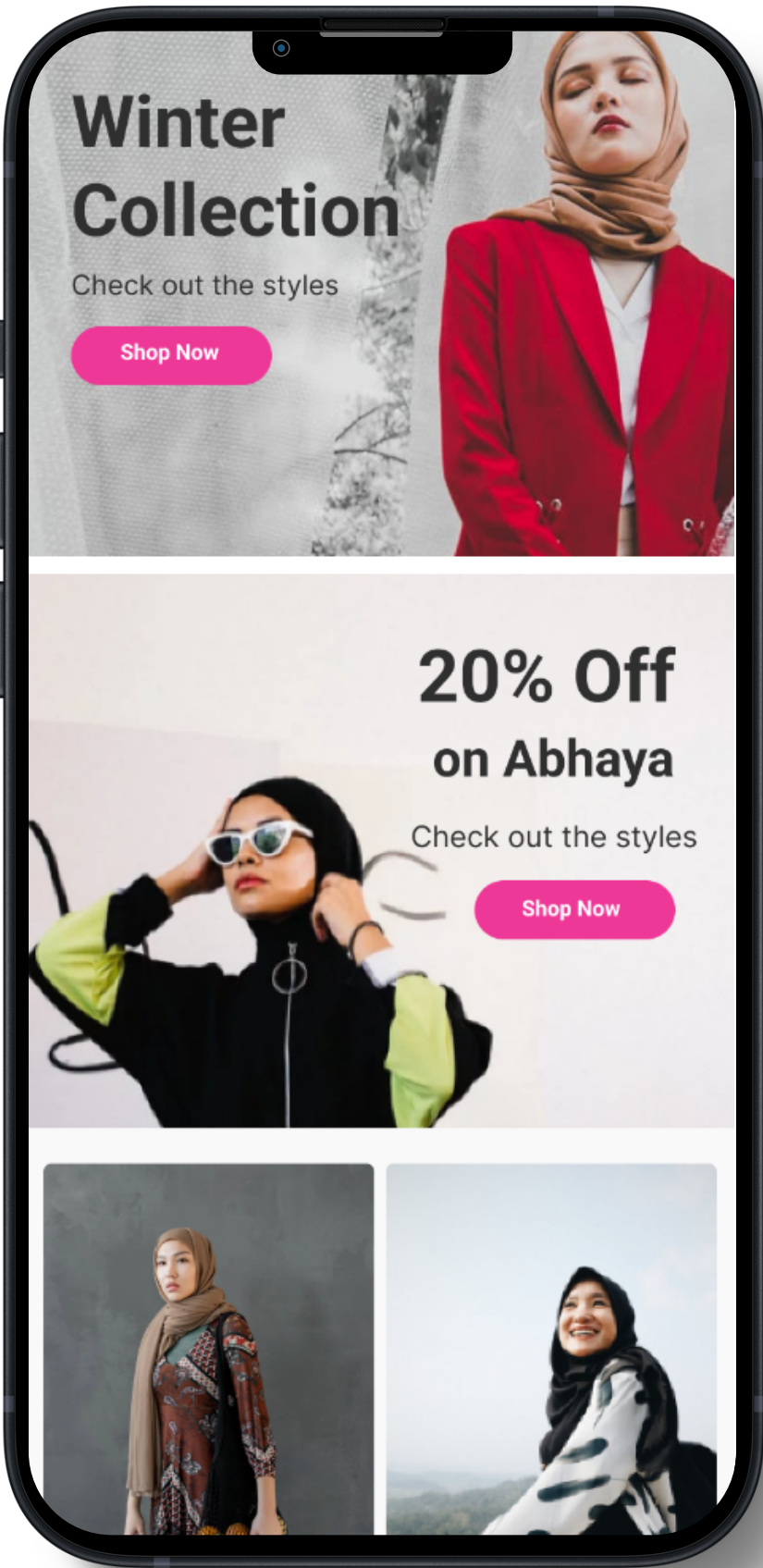
High Fidelity Design

[Click for more information](#)

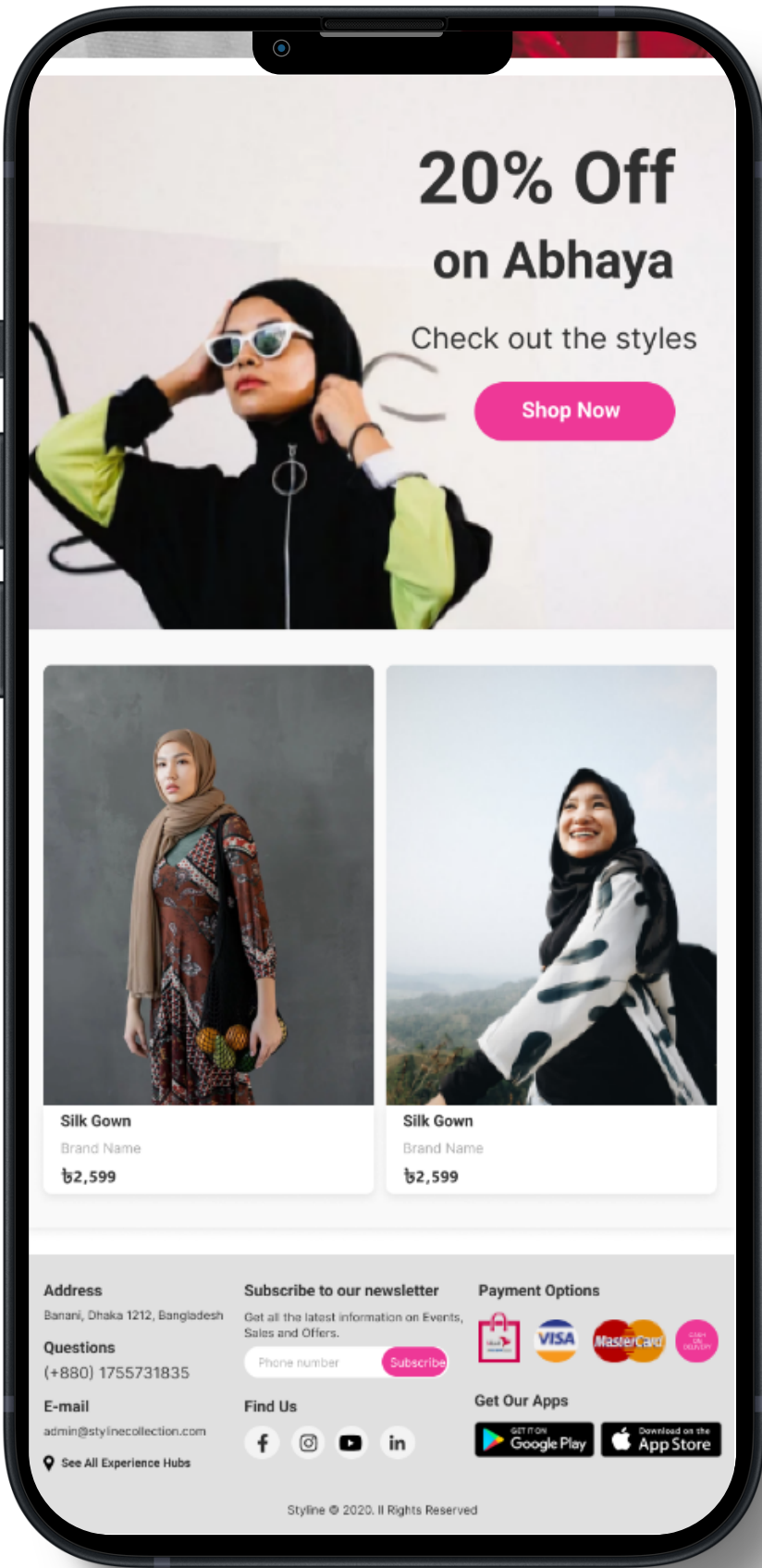
Mobile Offer Feed



Mobile Offer Feed



Mobile Offer Feed



Conclusion

The redesign project of Styline has been a significant undertaking aimed at addressing its target users' specific needs and frustrations. By understanding the challenges faced by fashion-forward females aged 20 and up who seek fashionable modest dress options, the project has focused on creating a seamless and intuitive online shopping experience. The redesign offered a wide range of products, convenient search, and filter options, enhanced product details, and a user-friendly cart and checkout process. Additionally, efforts were made to establish a cohesive brand identity, leverage word-of-mouth marketing through a referral program, and improve user acquisition.

Learnings

- Curated and diverse product selections are crucial for meeting the fashion needs of the target users.
- Transparent product information, precise sizing details, and reliable customer reviews are essential for building user trust.
- Intuitive navigation, simplified cart experiences, and multiple payment options enhance purchasing.

Outcomes

- The redesigned Styline website and mobile app provide an engaging and efficient user experience.
- Users can quickly discover fashionable modest dress options, save time by avoiding traffic, and access quality products.
- Improved search and filter options and enhanced product details enable informed purchasing decisions.
- The implementation of a referral program drives user acquisition and promotes brand loyalty.