

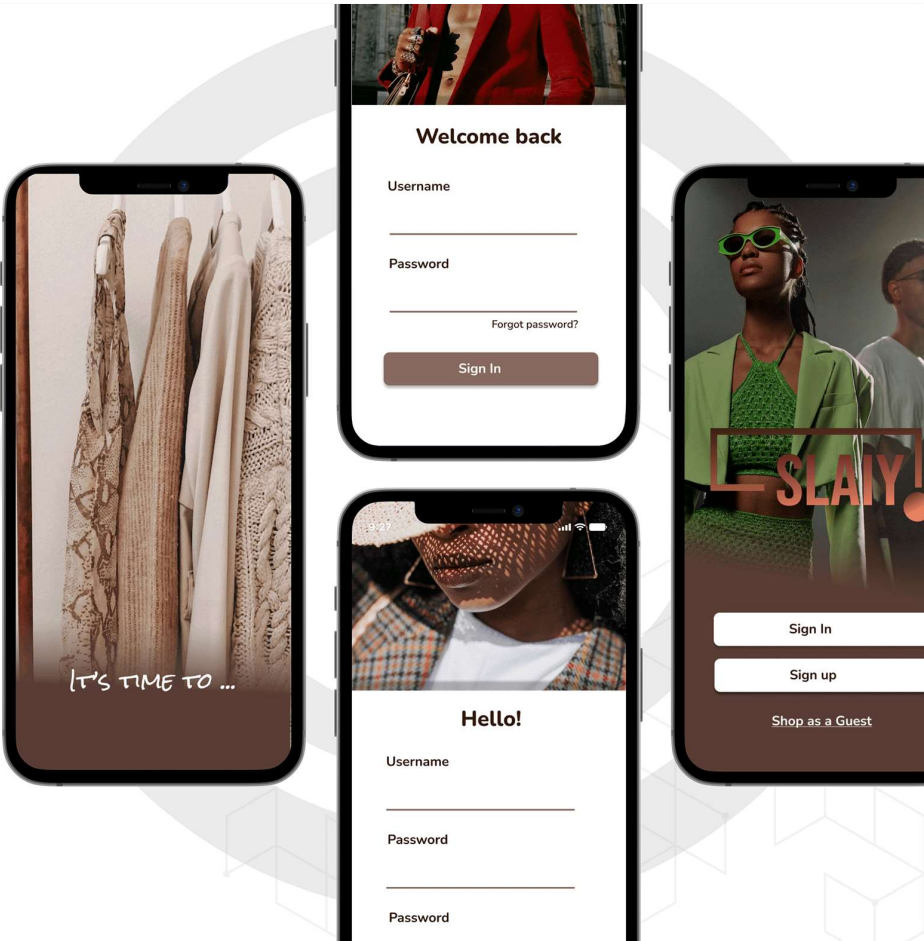
SLAIY!

UX Case Study

A Boutique Mobile app that strives to deliver superior quality fashion wears to commuting workers who lack the time necessary to upgrade their wardrobe.

Project Duration

September–November 2022



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3D

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Attach Assets

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Project Overview

We are creating this app to make it easier for fashion lovers to shop fashion items amidst busy work schedules and for individuals who prefer shopping online.

My Role

Solo UX/UI Designer

Tools

My Responsibilities

Conducting interviews, competitive analysis, digital wireframing, low and high-fidelity, conducting usability studies, accounting for and iterating on designs to create the design product.

The Goal

The goal is to create a seamless boutique app that will help fashion lovers buy their favourite fashion wears at accessories at comfort and without time wastage, leading to increased time management.

The Problem

It has now become a strugglle for fahion lovers who have busy work schedules to keep up with their fashion taste due to lack of enough time to visit their favourite boutique store. Some however do not enjoy interacting with people and prefer to be around familiar faces only, how then do these set of people get their favourite fashion wears without visiting the crowded boutique stores.

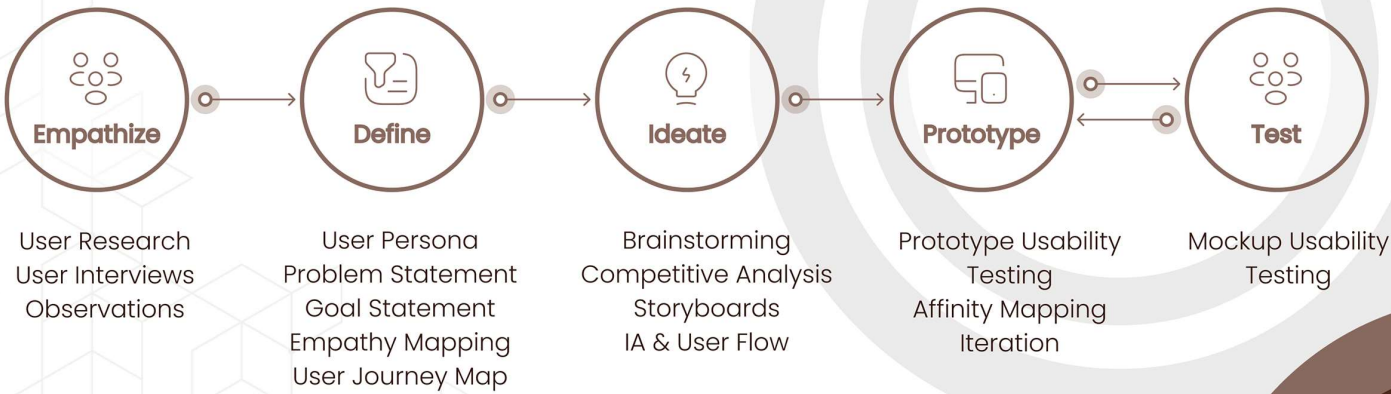
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1/57



Design Process

I followed the Design Thinking method to provide a solution-based approach to solving problems. It helped to tackle complex problems that have been sidelined. The process of the design will be shared below:



04

User Research

To provide a solution that is user-centered, a user research was conducted. I interviewed 5 participants and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who love to stay trendy but do not have the luxury of time to visit boutique stores.

This user group confirmed initial assumptions about the proposed Slaiy's customers, but research also revealed that time was not the only factor limiting users from cooking at home. Another user problem identified was the introverted nature of some users who do not want to be in crowded places such as a boutique store.

1

Focus 1

Understanding the processes and emotions that people experience when buying from a boutique

2

Focus 2

Identifying common user behaviors and experiences associated with buying from a boutique mobile app

3

Focus 3

Understanding user needs and frustrations as they use a boutique mobile app

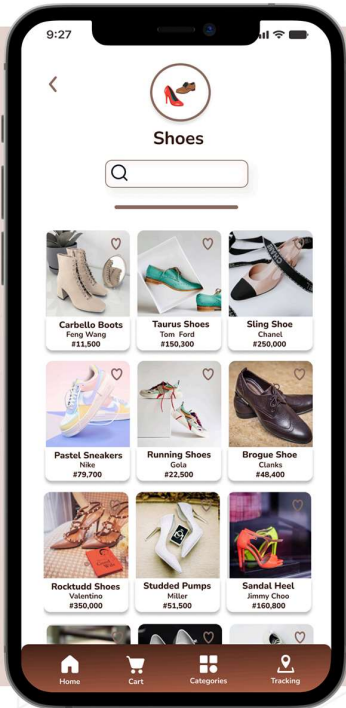
4

Focus 4

Getting feedback from users on how to improve their experience on the app.

05

Pain Points



1

Time

Working adults are too busy to spend time shopping at boutiques

2

Accessability

People with eye defect prefer to use screen readers with their apps

3

Return Policy

People want a seamless way of returning items that do not fit their choice.

4

Item Tracking

People want to track their deliveries in real time

06

User Personas

Desola



“Work at the bank is always choked up so I use mobile apps to catch up with time I can’t afford.”

Age: 38
FAMILY: Married, 2 Kids
LOCATION: Lagos, Nigeria.
EDUCATION: ICAN Certified
OCCUPATION: Banker

Bio

Desola is an accounting proffessional working at an international bank. She loves looking fashionable and staying pretty even though she is a mother of two.

Desola is preparing for a promotional exam at work and would love to care for her family while showing up to work looking pretty. She needs to use a botique mobile app to achieve her goals.

Goals

- Pursue a promotion program in her bank
- Wants to care for her children and husband’s needs after work
- Wants to spend time and bond with family
- Wants to show up to the office always looking pretty and stylish.

Frustrations

- “I’ll like to change their return policy”
- “It’s so hard to reach out to their customer service and while I try to find a balance at work”
- “so I like to use screen readers, but it doesn’t work with the app always”

Motivations

Ease	●	●	●	●	●
Price	●	●	●	●	●
Speed	●	●	●	●	●
Comfort	●	●	●	●	●
Flexibility	●	●	●	●	●

Preferred Medium

Phone	●	●	●	●	●
Computer	●	●	●	●	●

07

User Personas

Obi



“As much as I like fashionable items, I rarely go to buy them as much as I would love to”

Age: 22
FAMILY: Father, Mother & Siblings
LOCATION: Ibadan, Nigeria
EDUCATION: Undergrad
OCCUPATION: Part-time Graphic Designer/ Student

Bio

Obi works is an undergraduate who works remotely as a graphic designer. He loves to watch movies and is uncomfortable with strangers so he avoids going out.

He receives daily task from his office and spends time cleaning his apartment. He enjoys using gadgets and fashion items even though he hardly goes out. He is relieved he can order them from his mobile app.

Goals

- Stay away from strangers as much as possible
- Wants to get his daily task done in his personal workspace
- He loves to see videos of the whatever he’s buying
- Wants to binge on his favorite series

Frustrations

- “a few times I didn’t like the product delivered”
- “the customer center needs more work”

Motivations

Ease	●	●	●	●	●
Price	●	●	●	●	●
Speed	●	●	●	●	●
Comfort	●	●	●	●	●
Flexibility	●	●	●	●	●

Preferred Medium

Phone	●	●	●	●	●
Computer	●	●	●	●	●

08

User Journey Map: Desola

Goal: Buy a dress for her promotional interview

Action	Determine the boutique to buy from	Go to the boutique	Browse through Items	Choose Items	Pay for items
Tasks Lists	A. Check the map for a near boutique B. Ensure that the kids are okay C. Leave the house	A. Locate the boutique quickly	A. Check through dress in the boutique B. Pick a dress C. Drop the dress D. Pick another dress E. Check for complimentary accessories	A. Determine which of the dresses and accessories to buy	A. Pay for the dress and accessories B. Receive items c. Check the items to confirm order
User Emotions	Thinking 	Anxious 	Excited 	Satisfied 	Relieved 
Feelings Adjective	Observant Anxious	Hopeful Anxious	Happy Hopeful	Happy Satisfied Anxious	Satisfied Relieved
Improvement Opportunities	•Create a mobile app boutique that can deliver to any location		•Create a mobile app with a wide range of items •Create a mobile app with pictures for items available	•Create an app that allows users to save items for later	•An app that allows users to pay for their fashion items online

09

User Journey Map: Obi

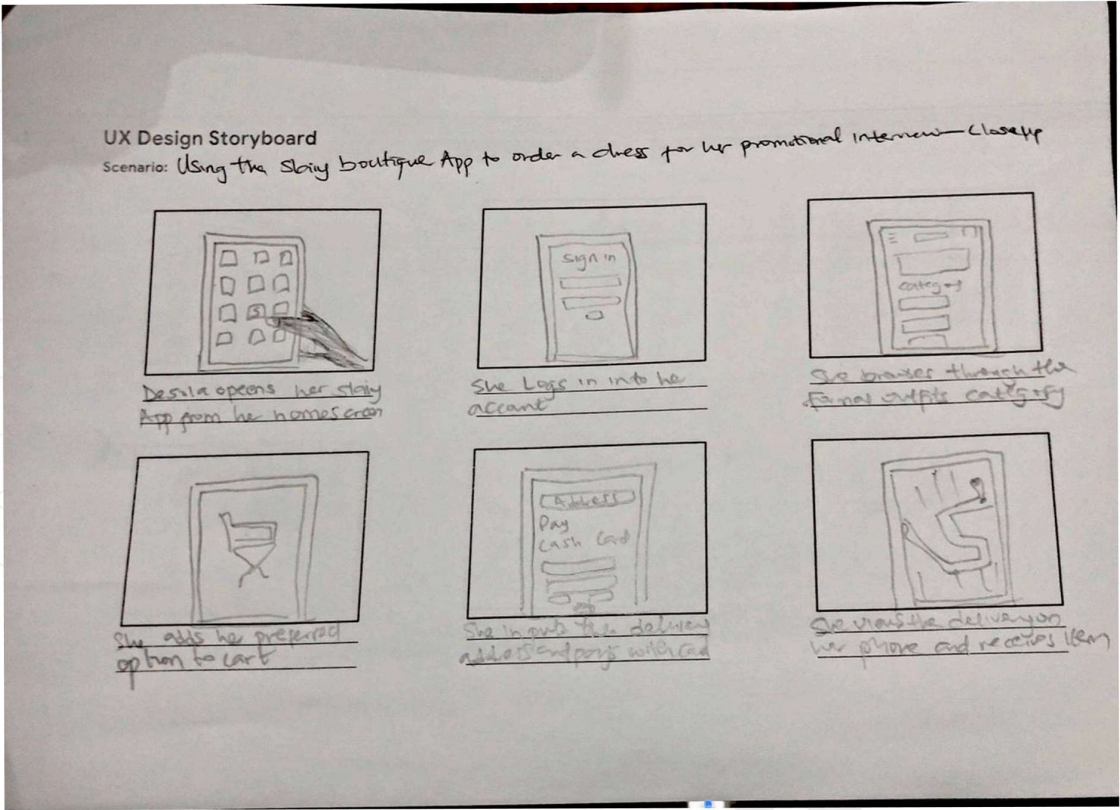
Goal: Buy a fashion item without meeting so many people

Action	Determine the boutique to buy from	Go to the boutique	Browse through Items	Choose Items	Pay for items
Tasks Lists	A.Check the map for a near boutique B.Wear a mask C.Leave the house	A.Locate the boutique quickly B.Wait till there's no crowd in the boutique	A.Check through items in the boutique B.Pick an item	A. Submit the item	A. Pay for the item B. Receive item
User Emotions	Relunctant 	Sullen 	Happy 	Neutral 	Relieved 
Feelings Adjective	Intimidated Anxious	Alert Anxious	Relieved Happy	Neutral	Satisfied Relieved
Improvement Opportunities	•Create a mobile app boutique that can deliver to any location		•Create a mobile app with a wide range of items •Create a mobile app with pictures for items available •Create a mobile app with pictures for items available		•An app that allows users to pay for their fashion items online

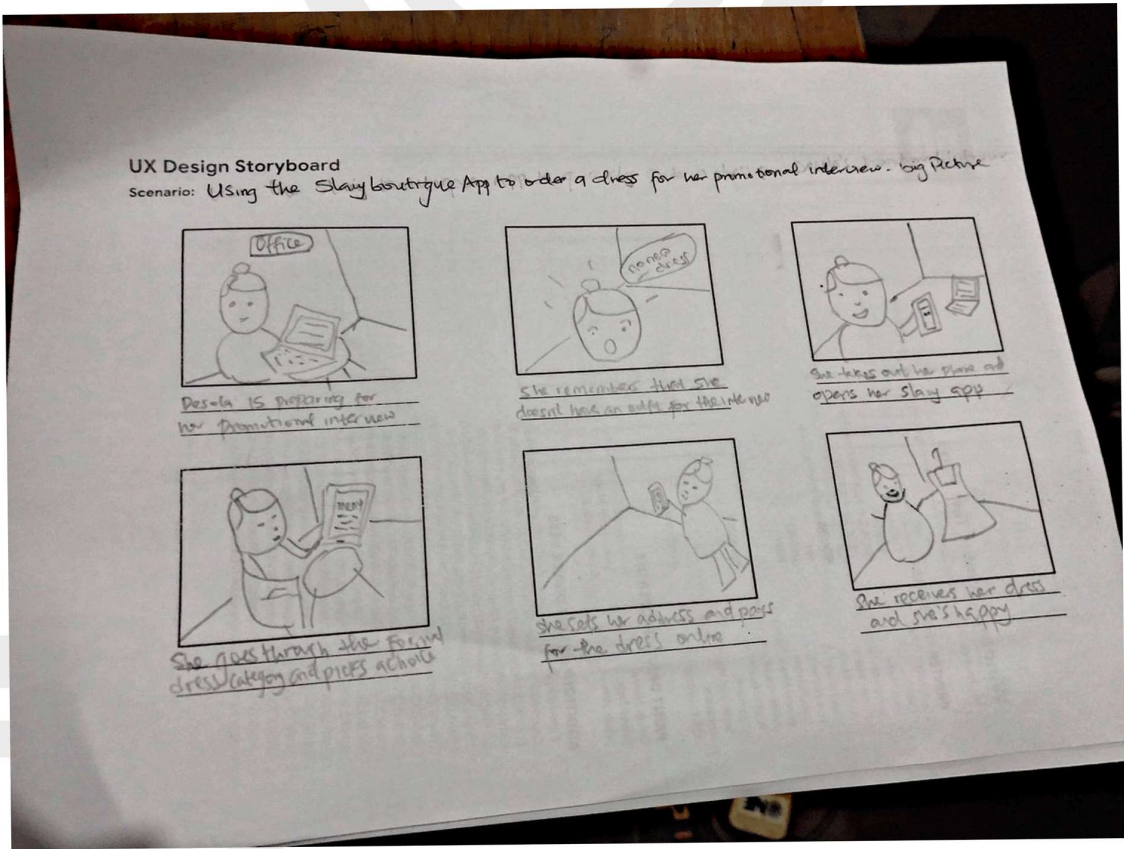
storyboards

I created Storyboards to create a strong visual connection between the insights I uncovered during the research and the flow of experience of the users so I can understand how the product I am designing and how users will interact with it.

Big Picture Storyboard

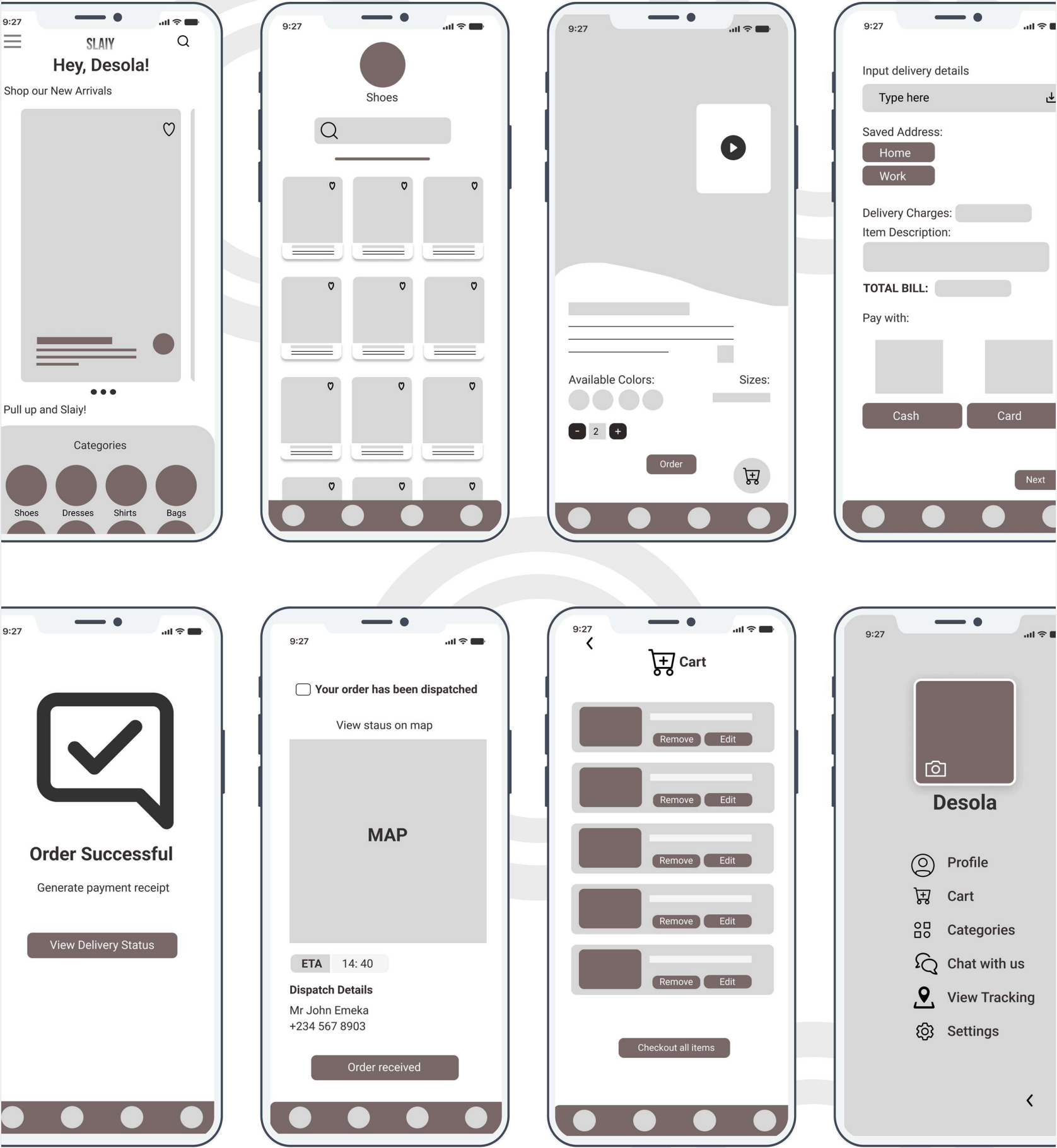


Close Up Storyboard



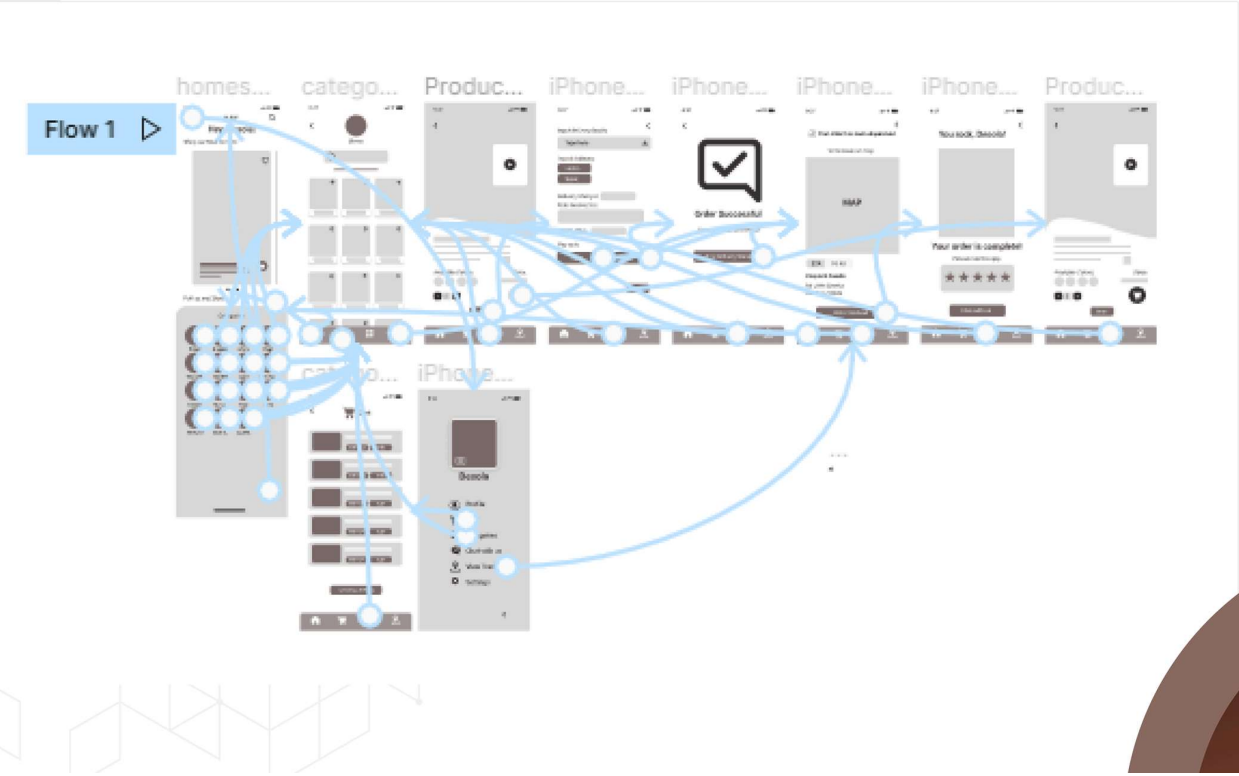


Loft wireframes





Loft Prototype screenshot

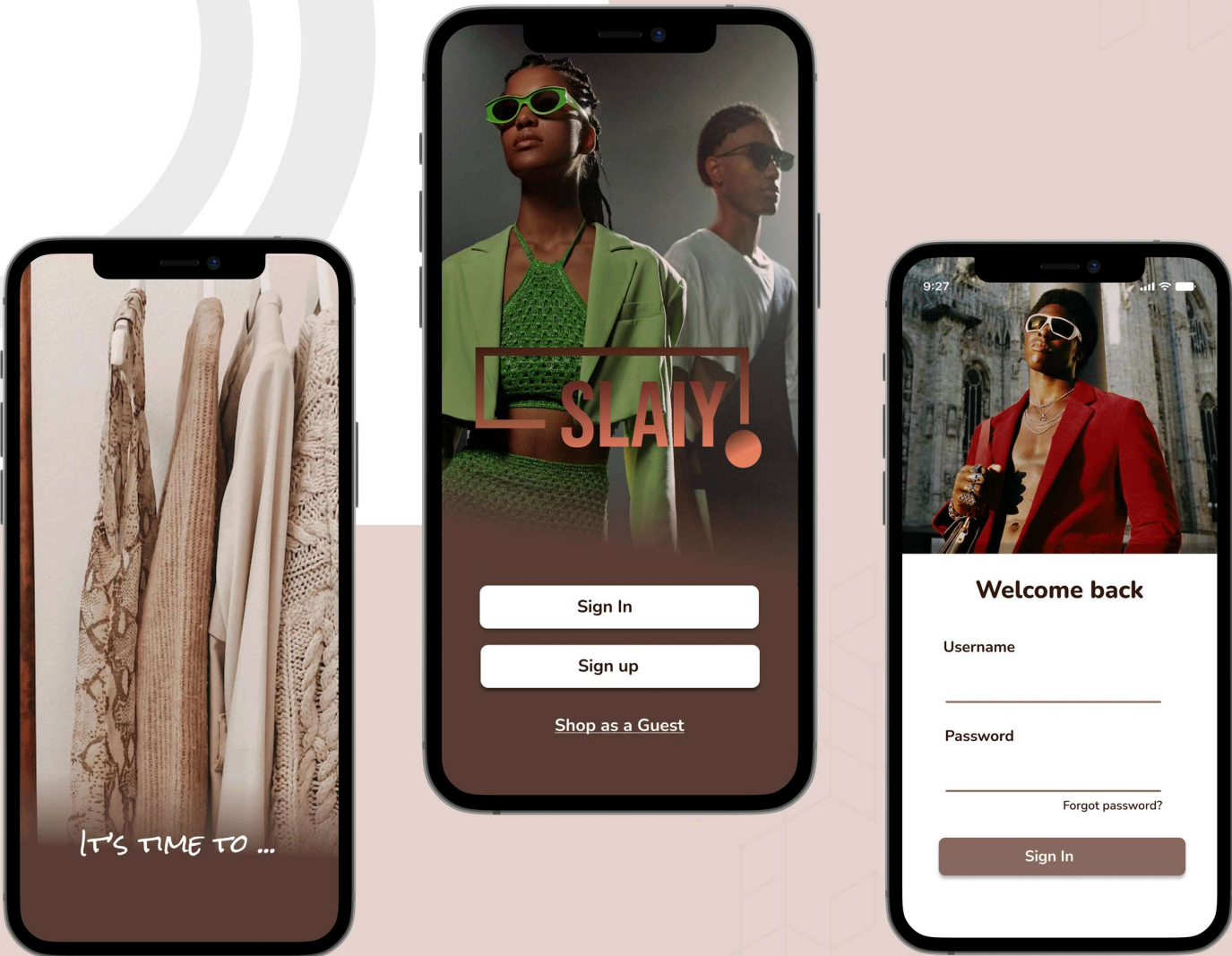


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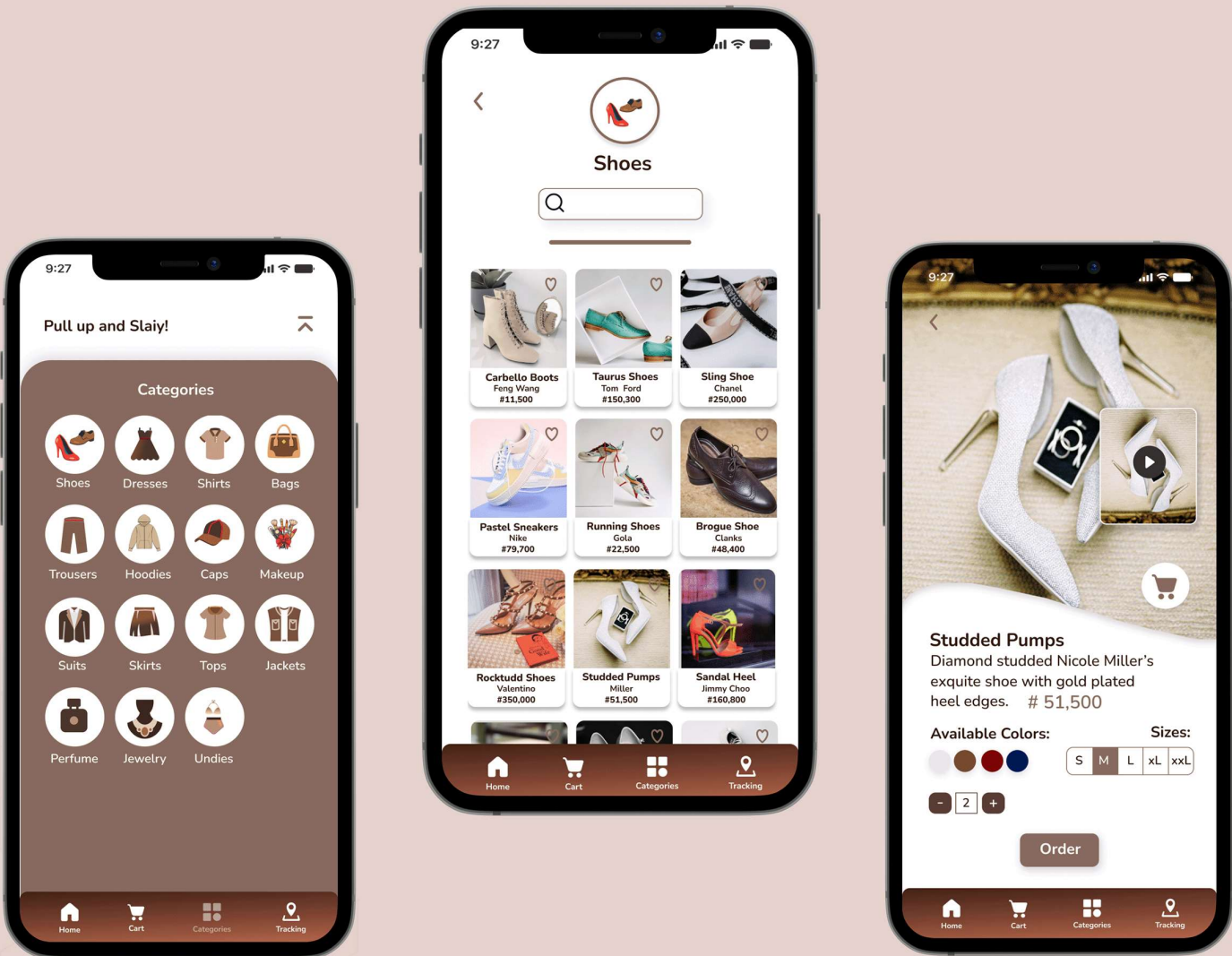


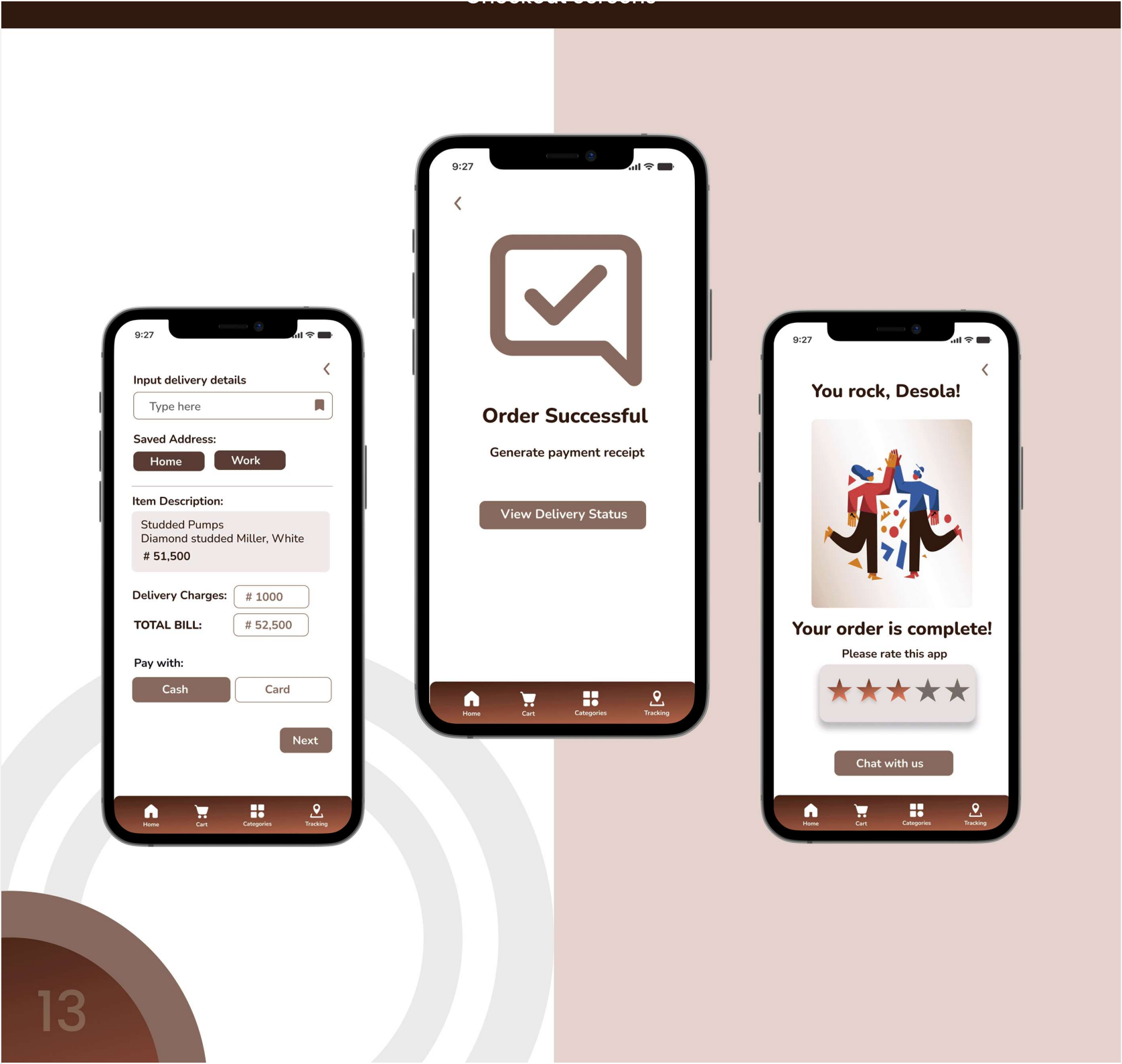
key HITI mockups

Onboarding Screens



Product Screens

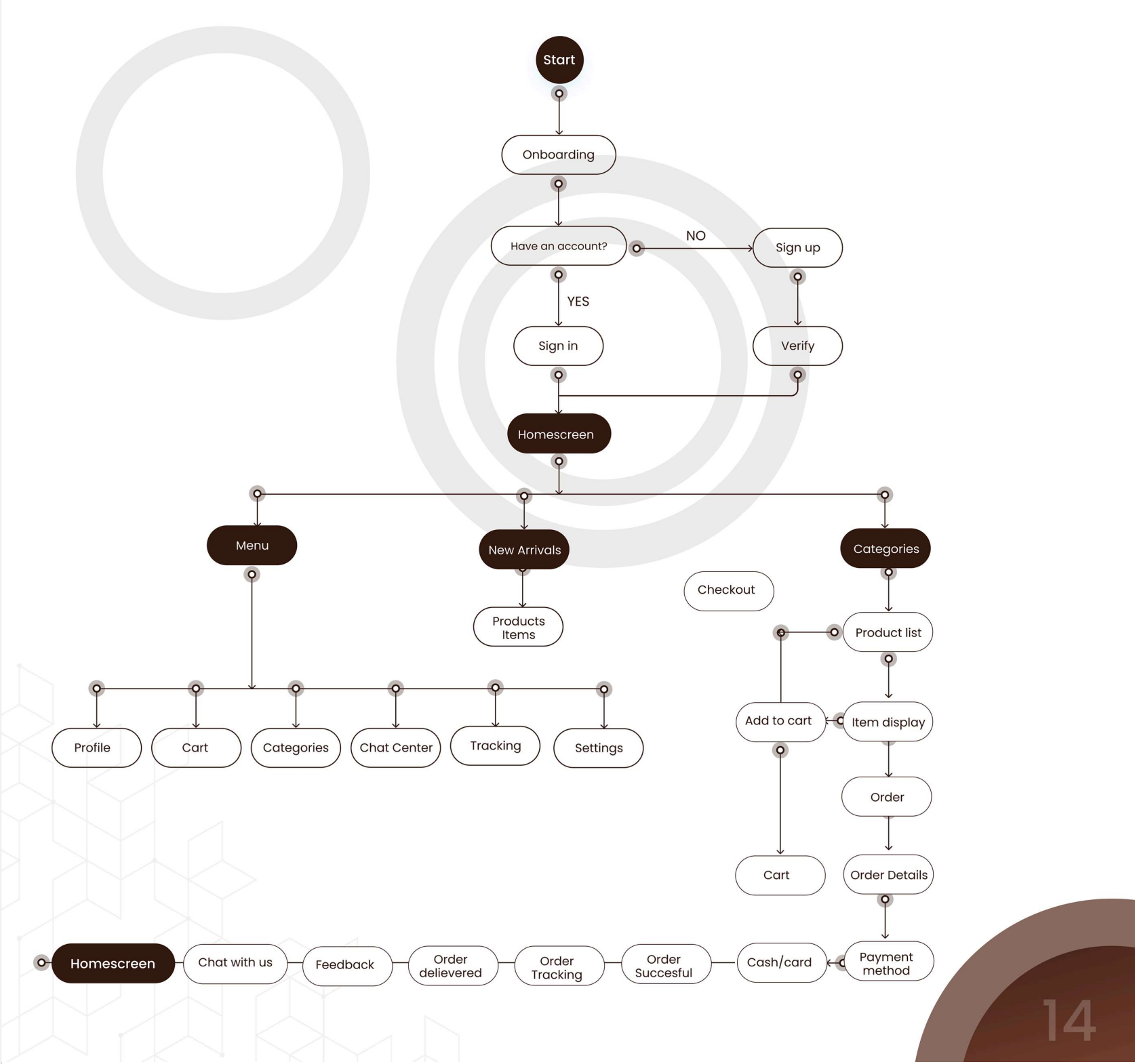




13



Information Architecture/User flow





Usability Testings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Key Insights

- Users need better cues on what step to take next when carrying out their tasks
- Users need a clearly defined and easy-to-understand icons to help them move around the app easily.
- Users need alternative options that can help them return to a previous screen after making a wrong turn
- Users need important buttons to be visible and accessible while carrying out other tasks.

Before usability study



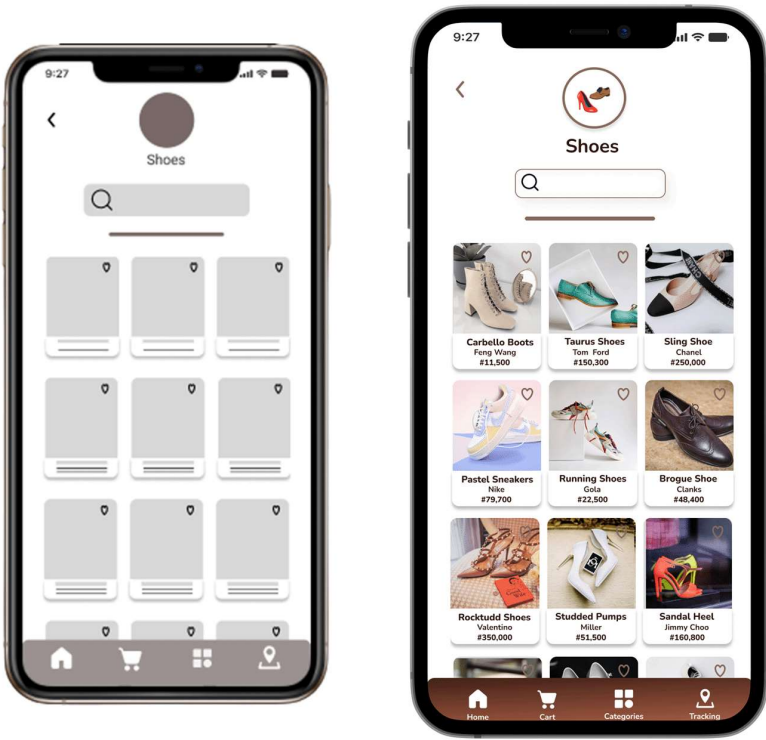
After usability study



Before usability study



After usability study

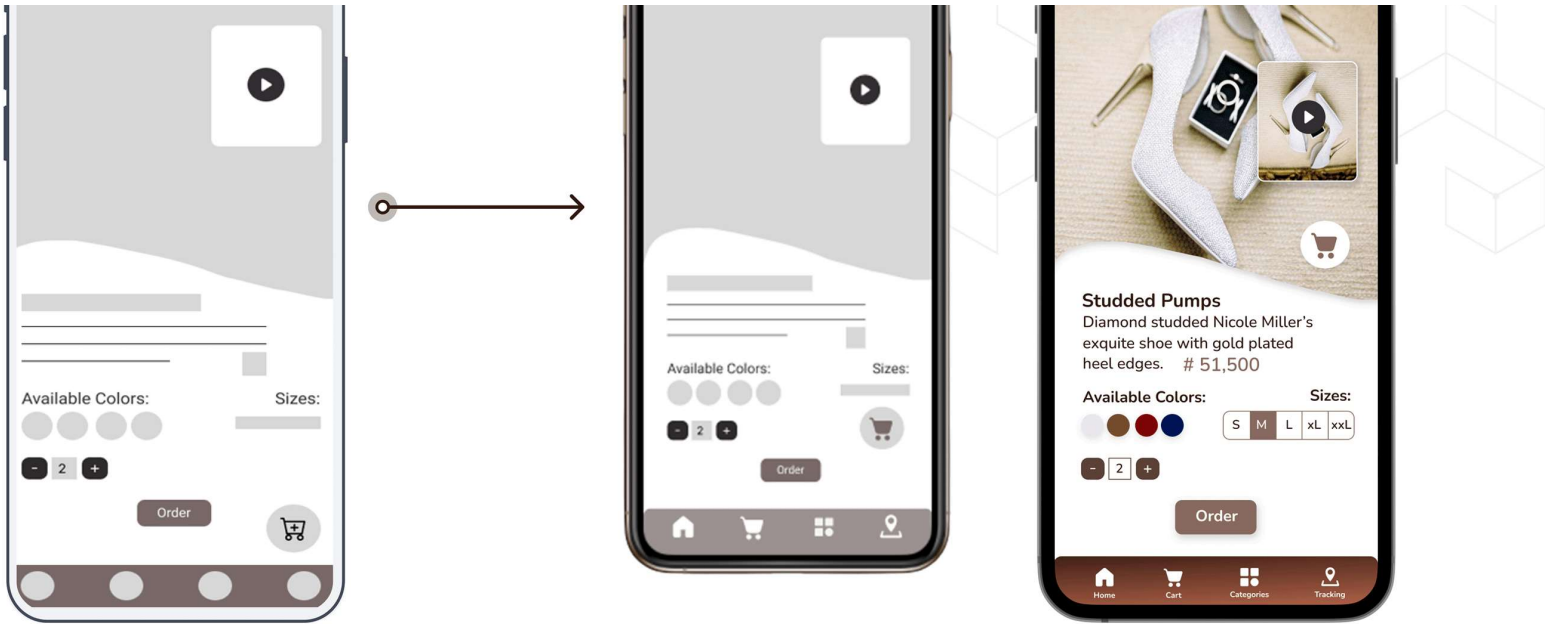


Before usability study



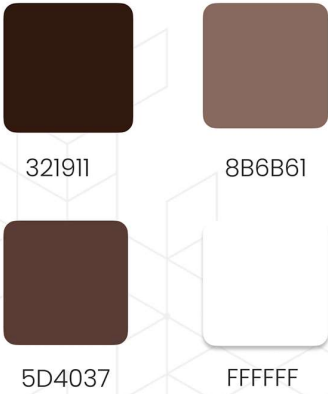
After usability study





Style Guide

Colour Palette



Logo



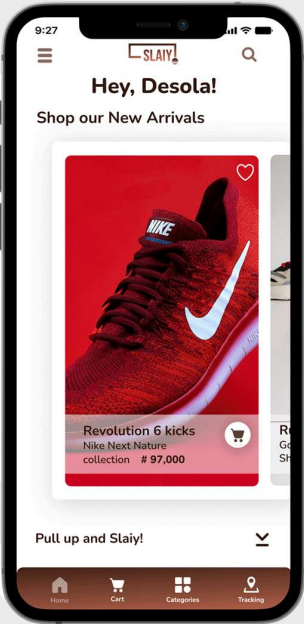
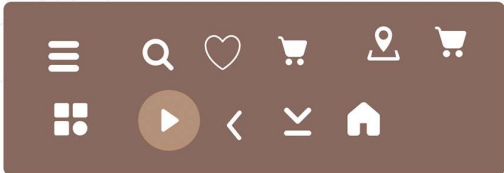
Buttons



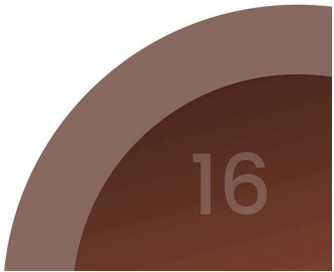
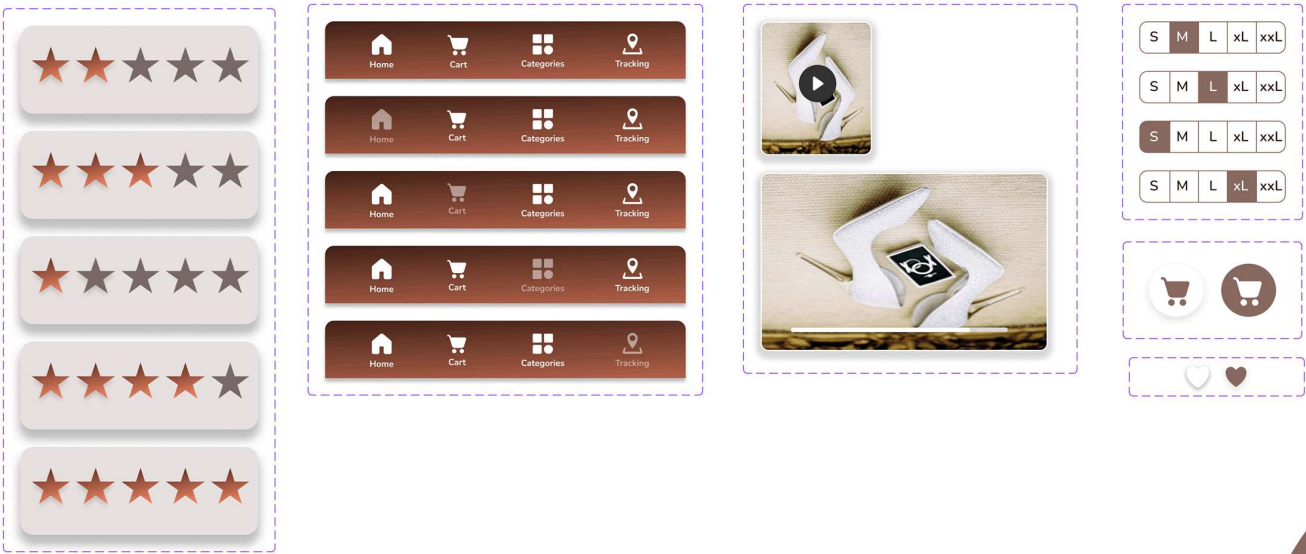
Typography

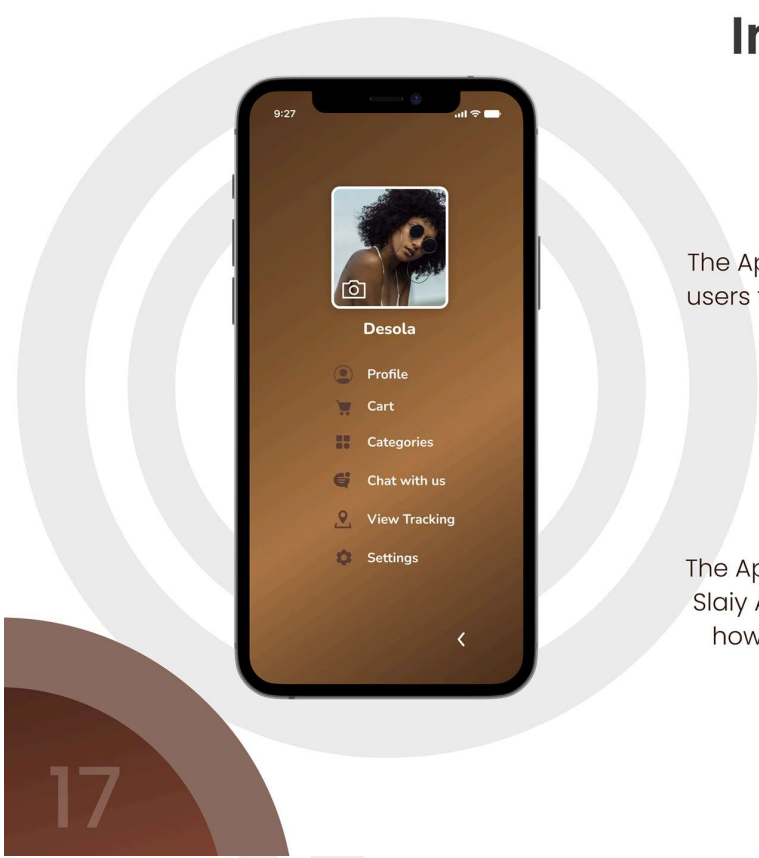
- Header 1
Nunito Extra Bold, 32px
- Header 2
Nunito Bold, 24px
- Sub Header
Nunito Medium, 20px
- Header 3
Nunito Bold, 20px
- Header 4
Nunito Semi Bold, 16px
- Body Text
Nunito Extra Bold, 12px
- Sub Body Text
Nunito Bold, 10px

Icons



Components





Impacts

1

Impact 1

The App makes it easier for users to manage their time better.

2

Impact 2

The Slaiy App helps users stay trendy regardless of busy schedules

3

Impact 3

The App makes users feel like Slaiy App really thinks about how to meet their needs.

4

Impact 4

The App makes users less anxious becuae they can view the status of their delivery in real time.

Hifi Prototype Video

Slaiy Hi-fi Prototype





Lessons & Next Steps



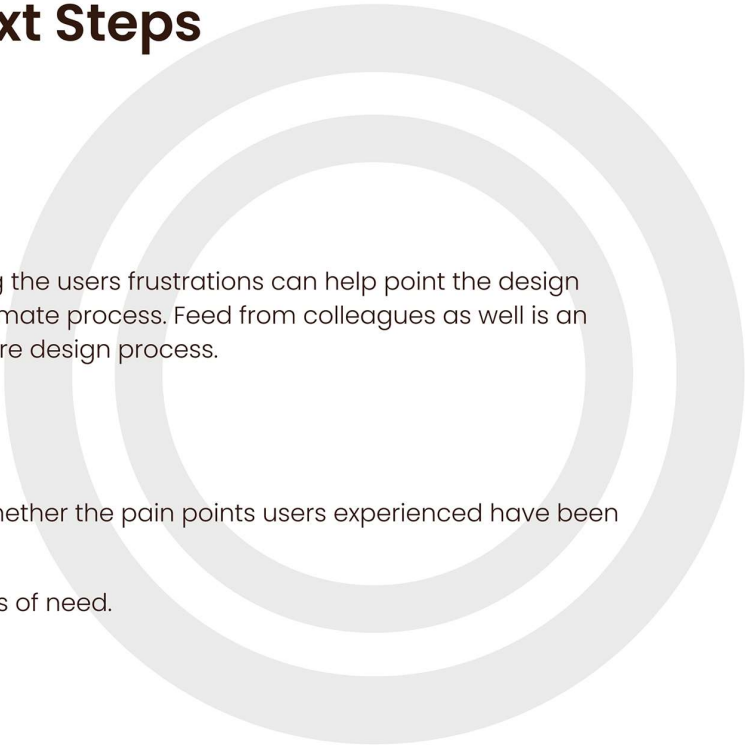
Lessons Learned

While designing the Slaiy app, I learned that understanding the users frustrations can help point the design directions hence usability studies are key to the design ultimate process. Feed from colleagues as well is an important aspect in all iterations that will occurs in the entire design process.



Next Steps

- Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.
- Conduct more user research to determine any new areas of need.



Thank you!

Thank you for your time reviewing my work on the Slaiy App! If you'd like to see more or get in touch, my contact information is provided below.

Email: olufumipopoola@gmail.com
Design page (IG): [designodes](#)