

For AliBabe app

Ifeanyi Samuel Ezemenari

Project overview



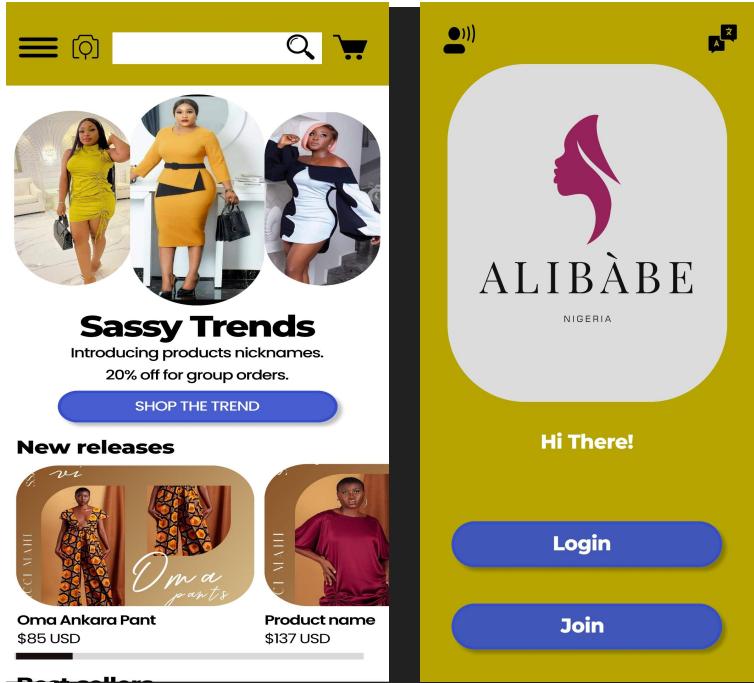
The product:

Alibabe is an online cloth shopping platform for female professionals. Alibabe strives to deliver genuine, quality and affordable variety of female wears. They offer wide spectrum of competitive pricing from various vendors. Alibabe targets busy female professionals who lack the time or ability to go for shopping.



Project duration:

March 2022 to June 2022



Project overview



The problem:

Busy female professionals who lack time or ability to go for shopping.



The goal:

Design an app that allows users to easily order and get delivery of good, affordable clothes.

Project overview



My role:

UX designer designing an app for Alibaba from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accounting accessibility and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working female adults who do not have time or ability to shop for clothes.

This user group confirmed initial assumptions about Alibaba customers, but research also revealed that time and ability were not the only factors limiting users from shopping from a physical store. Other user problems included obligation, interest, or challenges that make it difficult to go to shops in-person.

User research: pain points

1

Time

Working female professionals are too busy to spend time on physical clothes shopping.

2

Variety

Physical stores do not have unlimited variety of stock to choose from.

3

Accessibility

Platforms for ordering clothes are not equipped with assistive technologies.

4

IA

Text-heavy menu in apps are often difficult to read and order from.

Persona: Ijeoma

Problem statement:

Ijeoma is a Medical consultant who needs to order quality clothes from an online store because she has a daily busy schedule.



Ukamaka Ijeoma

Age: 26

Education: BSc Biochemistry

Hometown: Awka, Nigeria

Family: Single, Lives alone

Occupation: Medical Consultant

“Reaching out to your doctor or health consultant at anytime shouldn't be so hard”

Goals

- To enlighten her clients on reasons to avoid self medication.
- To be able to reach patients as soon as possible especially on emergencies.

Frustrations

- It's quite annoying when you can't monitor your patient's condition.
- Some clients risk killing themselves via self medication

Ukamaka is a medical consultant in the city of Awka. She has a tight schedule and can't really check on all her patients. Ukamaka wants to experience a more accessible platform for both doctors and patients. She also wants to experience connectivity, monitoring and interaction with her daily patients

User journey map

Mapping Ijeoma's user journey revealed how helpful it will be for users to have access to a dedicated Alibabe app.

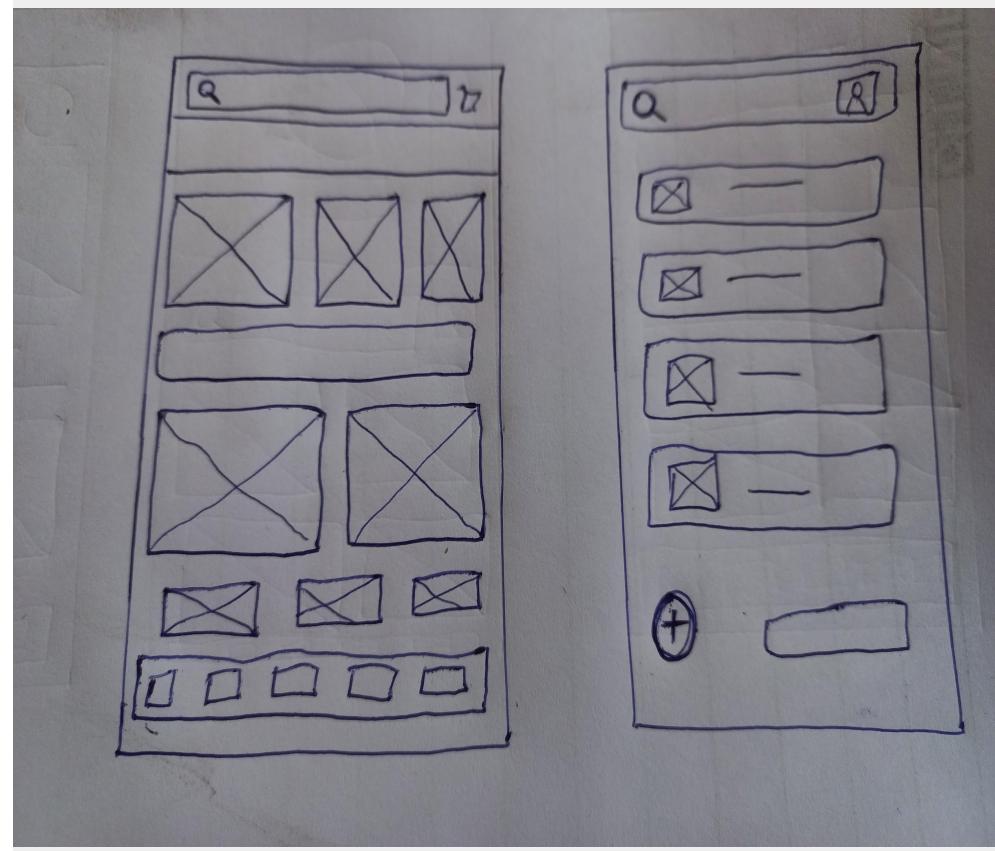
Persona: Ijeoma

Goal: An easy and way to order quality clothes from an online store for friends

Action	Choose online store	Download app	Select clothes and add to cart	Make payment	Pick up order
Task List	Tasks A. Asks friends for recommendations. B. Search for online stores. C. Makes a choice.	Tasks A. Download online store app. B. Register and login.	Tasks A. Navigates through app to see available clothes and prices. B. Friends make choices. C. Adds to cart.	Tasks A. Double-check order for accuracy. B. Collects money from friends. C. Initiates online payment.	Tasks A. Pick up order. B. Check that order is correct and complete.
Feeling Adjective	Excited about shopping for friends. Worried about order errors	Concerned about the large megabyte size of the app. Uneasy about delayed login.	Excited about their choices. Grateful for discounts. Concerned about clothes' quality	Relaxed that her type of debit card was accepted but noticed that some other types aren't. Anxious about delay in delivery.	Relieved that order arrived on time. Hopeful that everyone's orders are correct.

Paper wireframes

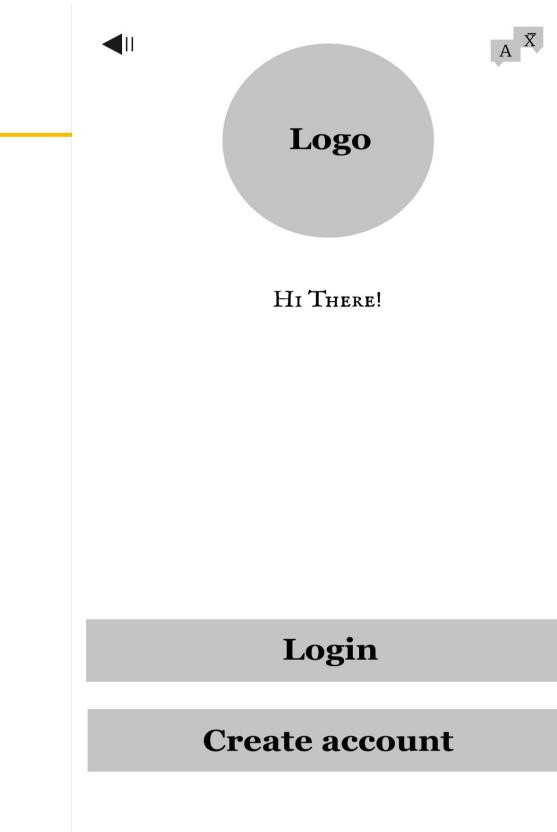
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. These were the first wireframes i drew as a novice, most elements were changed later when I began getting a better understanding.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from user research.

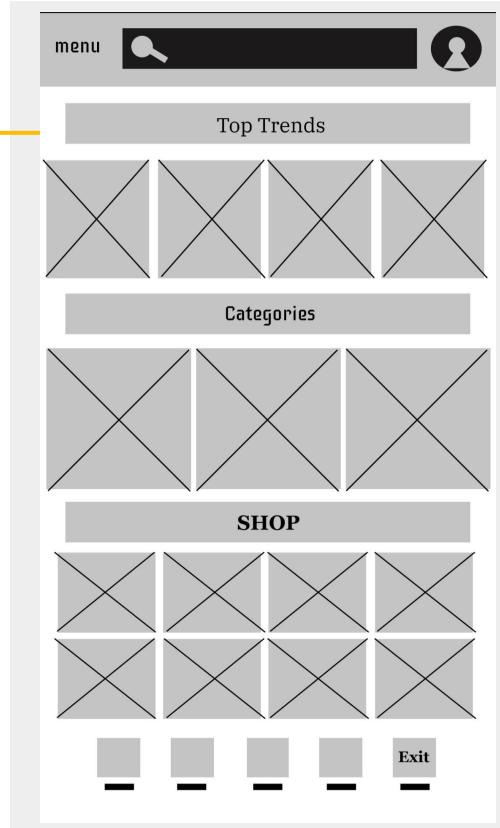
User can experience our audio accessibility on the welcome page and also choose preferred language



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

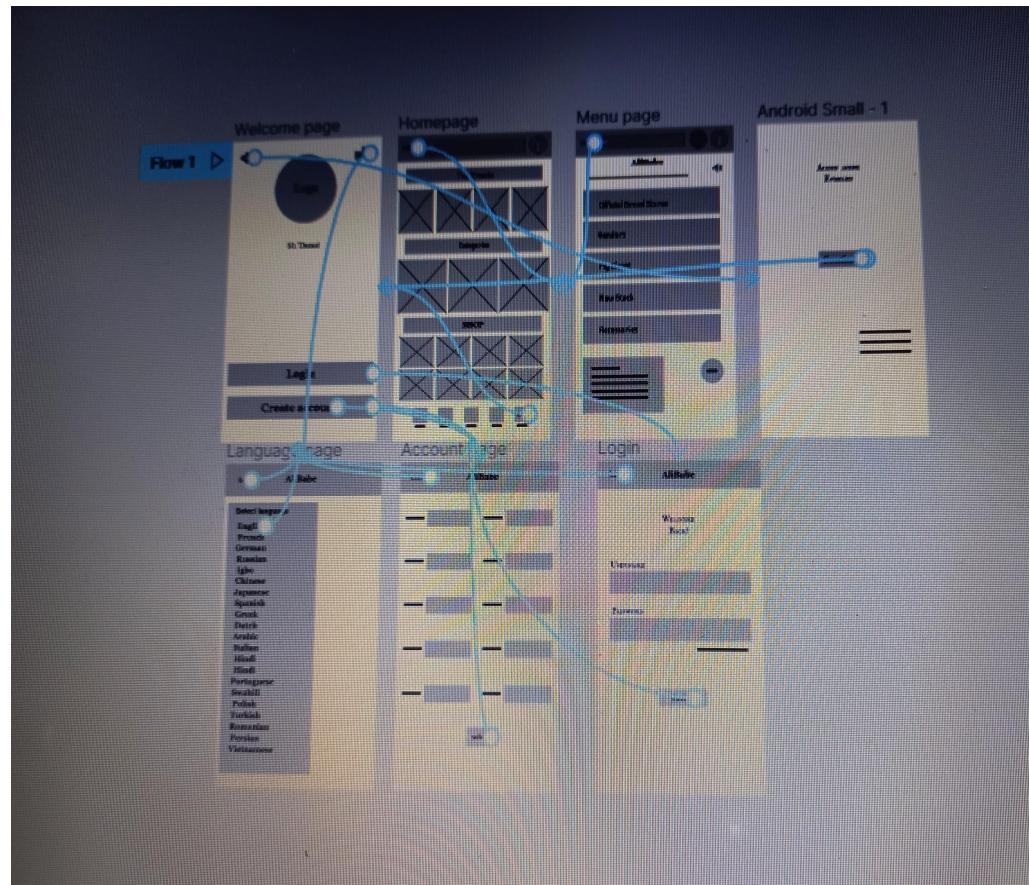
The camera accessibility will help users with picture searches



Low-fidelity prototype

The low fidelity prototype connected the primary user flow of ordering a cloth, so the prototype could be used in a usability study with users.

<https://www.figma.com/proto/Z92bb8OzXXTojd1y0UrN1h/Portfolio-project?page-id=0%3A1&node-id=1%3A3&viewport=502%2C510%2C0.3&scaling=scale-down&startin-g-point-node-id=1%3A3>



Usability study: findings

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

Round 1 findings

- 1 Users need more intuitive ways to identify icons
- 2 Users need better cues for how to experience audio accessibility
- 3 Users want more language options

Round 2 findings

- 1 Users want a delivery option.
- 2 Users want more available vendors to buy from.
- 3 Users want an option to return orders.

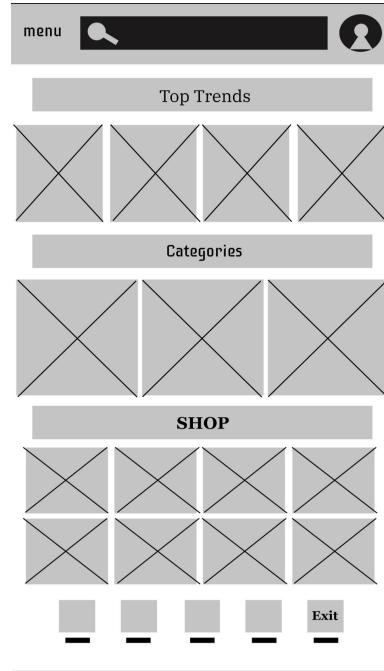
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization but after the usability studies, I added additional option for camera functions.

Before usability study



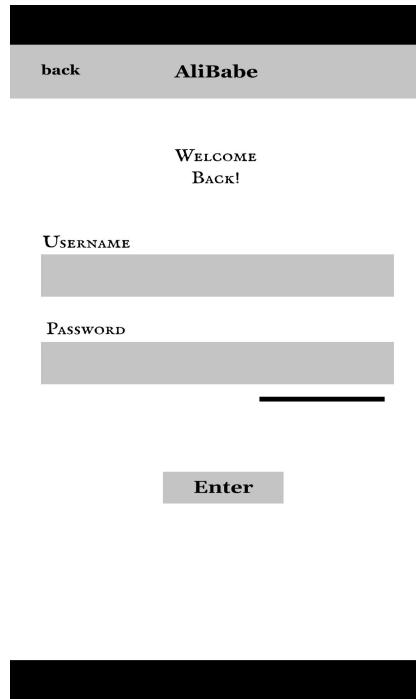
After usability study



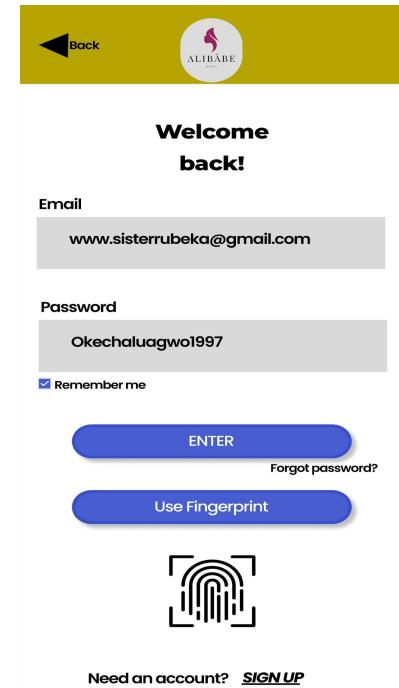
Mockups

The second usability study revealed the frustration with the login flow, to streamline this flow, I added a fingerprint login option to this screen.

Before usability study



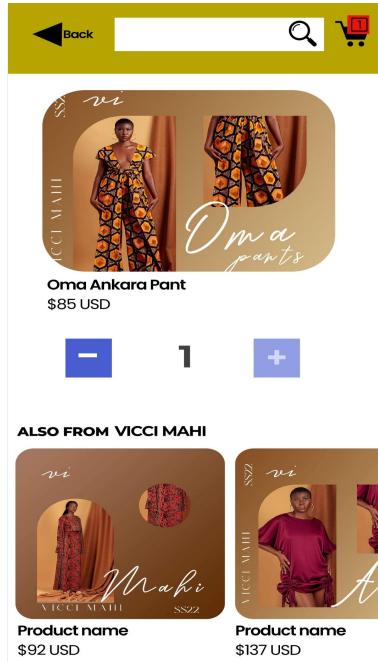
After usability study



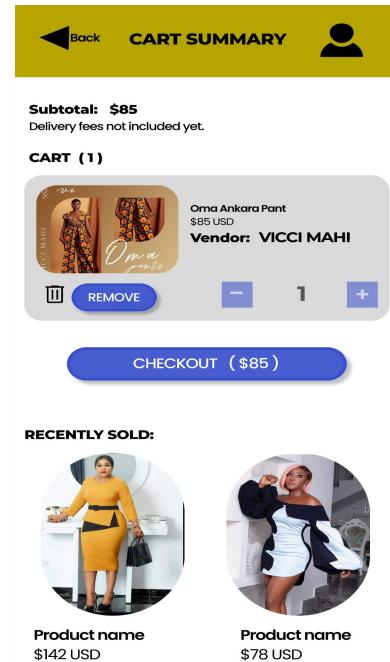
Mockups



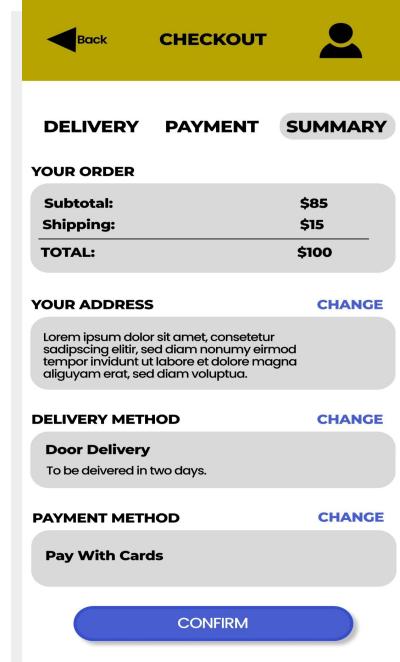
Product detail page for Oma Ankara Pant. The product image shows a woman wearing a yellow and orange Ankara print dress. The page includes a 'Back' button, a search bar, and a 'Cart' icon. The product name is 'Oma Ankara Pant', price is '\$85 USD', and a 'Vendor: VICCI MAHI' section is present. A 'ADD TO CART' button is at the bottom. A 'VENDOR INFORMATION' section for VICCI MAHI is on the right, listing metrics like 32k+ Followers, 600+ Product Score, and 500+ Positive Reviews. A 'CHOOSE LOCATION' dropdown is at the bottom.



Product detail page for Oma Ankara Pant. The product image shows a woman wearing a yellow and orange Ankara print dress. The page includes a 'Back' button, a search bar, and a 'Cart' icon. The product name is 'Oma Ankara Pant', price is '\$85 USD', and a 'Vendor: VICCI MAHI' section is present. A 'VENDOR INFORMATION' section for VICCI MAHI is on the right, listing metrics like 32k+ Followers, 600+ Product Score, and 500+ Positive Reviews. A 'CHOOSE LOCATION' dropdown is at the bottom.



Cart summary page showing a subtotal of '\$85'. The cart contains one item: 'Oma Ankara Pant' by 'VICCI MAHI' at '\$85 USD'. The page includes a 'Back' button, a 'CART SUMMARY' header, and a 'CHECKOUT' button. A 'RECENTLY SOLD' section is also present.

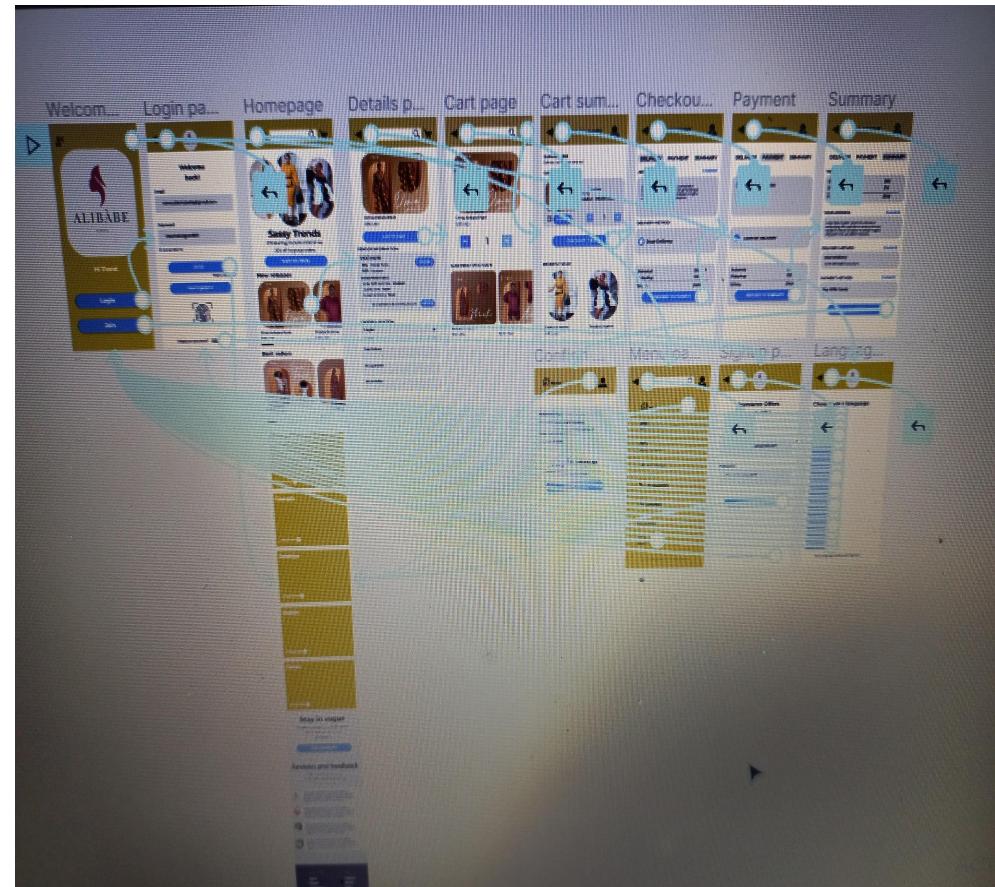


Checkout page showing a subtotal of '\$85', shipping of '\$15', and a total of '\$100'. The page includes sections for 'DELIVERY', 'PAYMENT', and 'SUMMARY'. It also includes sections for 'YOUR ORDER', 'YOUR ADDRESS', 'DELIVERY METHOD', and 'PAYMENT METHOD'. A 'CONFIRM' button is at the bottom.

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering a cloth and checkout. It also met user needs for delivery options as well as more customization.

<https://www.figma.com/proto/KOPpyr41O0VPTUEtRaeDeE/Mockups?page-id=0%3A1&node-id=1%3A2&viewport=209%2C136%2C0.15&scaling=scale-down&startin g-point-node-id=1%3A2>



Accessibility considerations

1

Provided access to users who are visually impaired through adding alt text to images for screen readers.

2

Used labeled icons to make navigation easier.

3

Used imagery for clothes to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Alibaba really thinks about how to meet their needs.



What I learned:

While designing the Alibaba app, I learned that first ideas of the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability study to validate whether the pain points users experienced have been properly and effectively addressed.

2

Conduct more research to determine any new areas of need.

3

Get more feedback and reviews.

Let's connect!



Thank you for time reviewing my work on the Alibaba app! If you would like to see more or get in touch, my contact information is provided below.

Email: 5textilles4real@gmail.com