



Subscribe and get the latest updates

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EXPLORE

Outdoor
12 Items

EXPLORE

VIEW ALL

New Collections
Living Room | Bed Room | Outdoor

Bed Room
09 Items

EXPLORE

Product name 04
\$59

INDIJA CASE STUDY

HANDMADE
Affordances Side
Table

\$99.00 ~~\$199.00~~

365
Days

24
Hours

60
Mins

60
Secs

SHOP NOW

Free Shipping
Lorem ipsum dolor sit
amet, consec.

Many Options
Lorem ipsum dolor sit
amet, consec.

Custom Made
Lorem ipsum
amet, consec.

indiija

Handmade
Furniture only
Made by hand & made from
sustainable wooden materials

VIEW COLLECTION

SALE OFF UPTO
50% OFF
WOODEN CHAIR

SHOP NOW

DESIGN CREATIVE
FROM \$99
MODERN & CLEAN

SHOP NOW

DROP CHAIR
OFF PRODUCTS

WHAT WAS OUR ROLE?

They asked us to build their brand identity and design product to become number one in India.

- Created a **user persona** and its **empathy map**
- Made the **user journey map**
- Designed **information architecture** and created a **flow chart**
- Executed **brainstorming** to generate ideation
- Designed **user interface** of an **APP**
- Developed **user interface** of an **APP**

TOOLS USED

Adobe Xd

Ps Photoshop

npm

B Bootstrap

HTML

Sass

ABOUT APP

Indija is a **B2C eCommerce** platform launched in India, and there weren't any good trustier furniture eCommerce except pepperfry.

We can sum it up in three words: **easy, convenient, and wise shopping experience.**

Indija focuses on offering a variety of **affordable, high-quality** products accessible to everyone in India.

PROBLEM STATEMENT

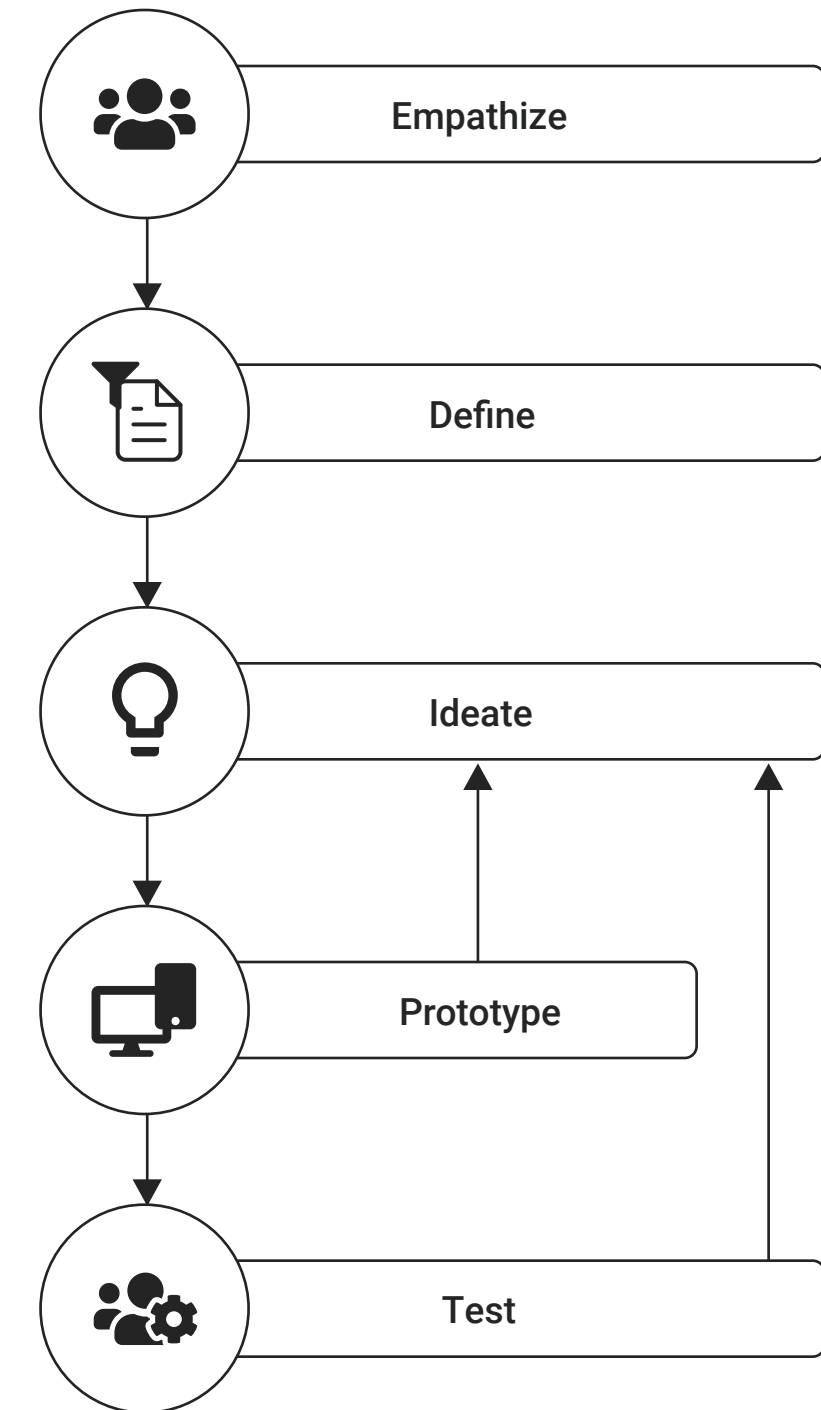
Indija were opening their first store in India and wanted our help to launch and cultivate their brand's omni-channel experience.

With a separately managed ecommerce site, the decision was pre-defined to go in the direction of a website as their primary customer facing channel. An application would allow the customer to control and interact with the whole Indija ecosystem, all from the customer's desktop & smartphone.

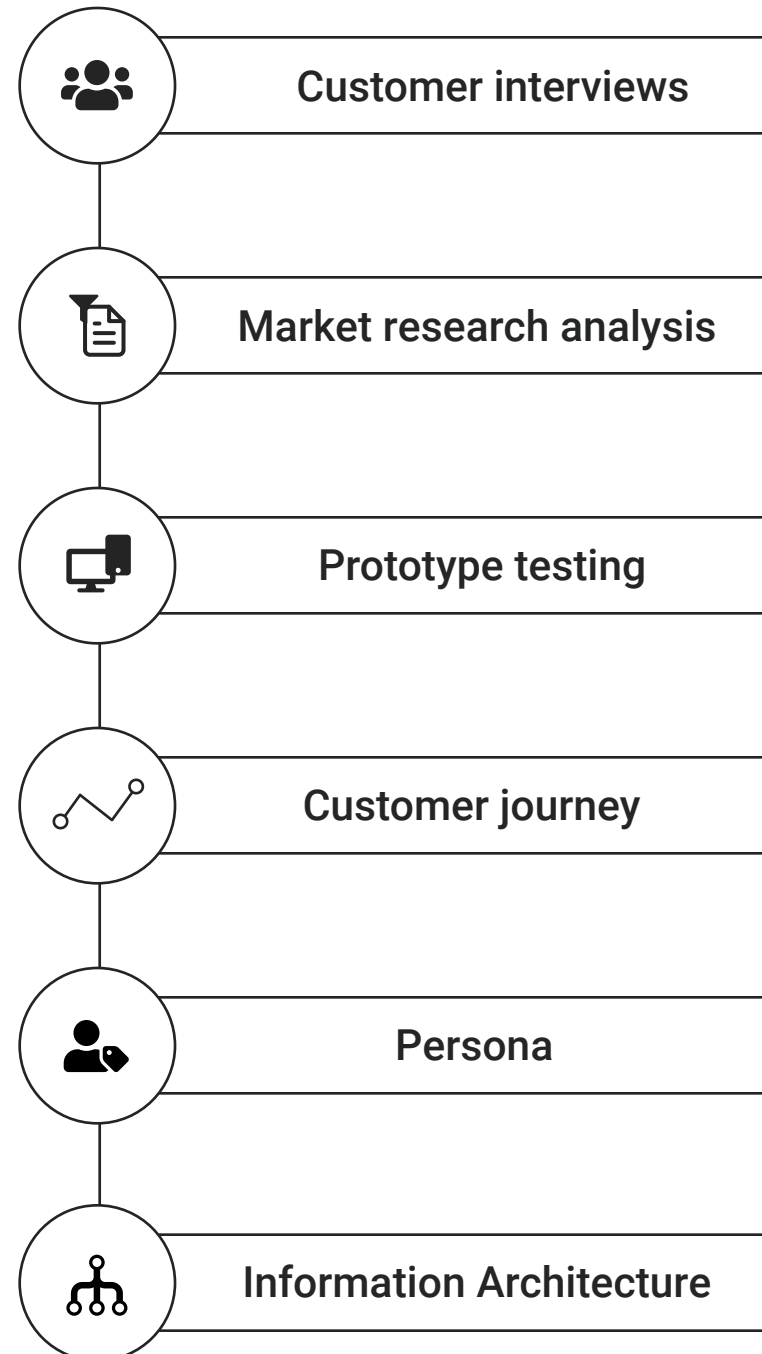
PROJECT GOALS

- 1 Become an established brand in the Indian market.
- 2 Create a loyal customer base
- 3 Establish trust and credibility through excellent service
- 4 Use technology to complement the in-store experience
- 5 Differentiate from competitors through innovation

THE JOURNEY



RESEARCH METHODS



Without an established presence yet in India, we weren't able to recruit existing Indija customers, so reached out to 15 department store shoppers to gain insights on their needs, motivations and frustrations to help shape the app solution.

KEY FOCUS AREAS

- ? What are the challenges or barriers with website use & adoption?
- ? What's important for a great website experience?
- ? What are department store shopper's needs and unmet needs, both online and off?
- ? How are customers interacting with their desktop & smart phones in-store?
- ? Lo-fi prototype feedback

FINDING WHAT'S RIGHT FOR ME

With a myriad of products and customer archetypes, department store customers still need to feel like they belong and can find what they're after with ease.

Personalisation is an important feature for users with specific style and sizing needs.

IT BETTER BE WORTH THE SPACE

Customers are protective of their storage space and regularly cull apps they don't use often.

We had customers conduct a card sorting exercise to help us understand what is important to them in a website experience.

I NEED ASSISTANCE

Some of the customer's core frustrations are seen during their in-store experiences, being unimpressed with busy and un-interested floor staff.

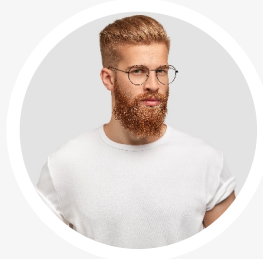
With only one store in Indija, it needs to be easy for users to find and access information they may not be able to in-store.

PRODUCT IS KEY

Whether exploring new products or looking for something specific, product browsing is the key goal of any shopping experience, and as such it must be well thought-out and intuitive to use.

With a traditional website to browse and purchase products, it's important that a website can service these core customer needs.

PERSONA CHART



Name:
Abu Bilal Azad

Age:
29

Status:
Married

Occupation:
Web Developer

Location:
New Delhi

BIO

Abu Bilal Azad is a full time professional and frequent shopper, who wants to décor his drawing room and bed room with new trending furniture. He is always on top of the latest trend to décor his house but is still price conscious and loves a good sale. Constantly getting inspired. he scours websites and social media for ideas while on the go, and is always on the lookout for new items to purchase online.

FRUSTRATIONS

- › Untrained staff and limited assistance on the floor
- › Messy stores and hard-to-understand layouts.
- › Not finding the right item for his style and physical attributes.
- › Poor view of stock availability.
- › Products not being delivered quickly enough.
- › Limited and expensive delivery and return options.
- › Unnecessary waiting in store.
- › Installation service is not good.

KEY GOALS

- › Finding the right item, at right time.
- › Being inspired and up to date with latest trends.
- › Saving time and money wherever possible.
- › Getting the right help when he needs it.
- › Feeling like his information is secure.
- › Being in control of his purchases, especially with order tracking and good return policies.

MOTIVATION

Decoration

Convenience

Price

Offers / Deals

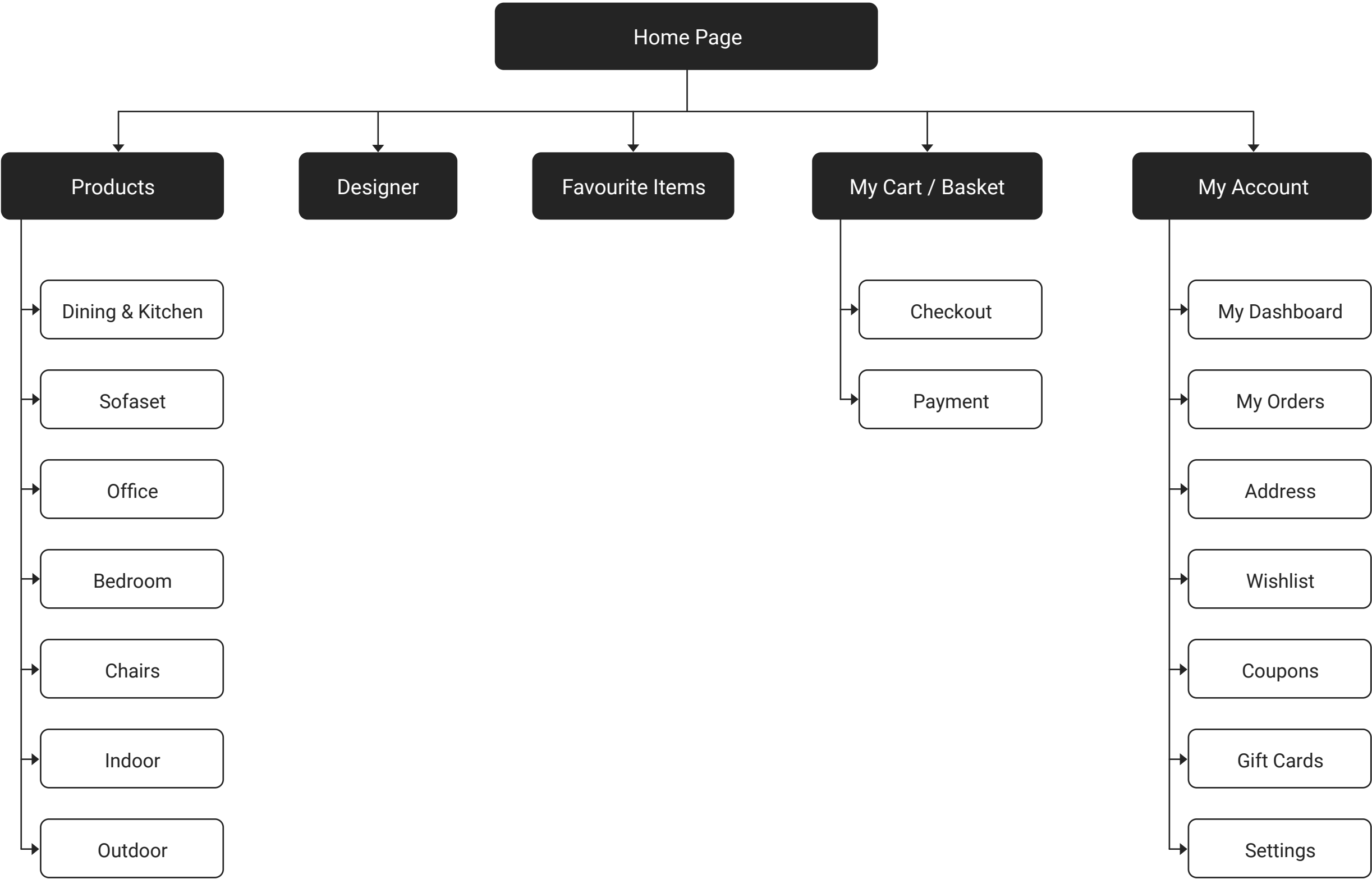
Trust

Quality

DEFINE

Information Architecture

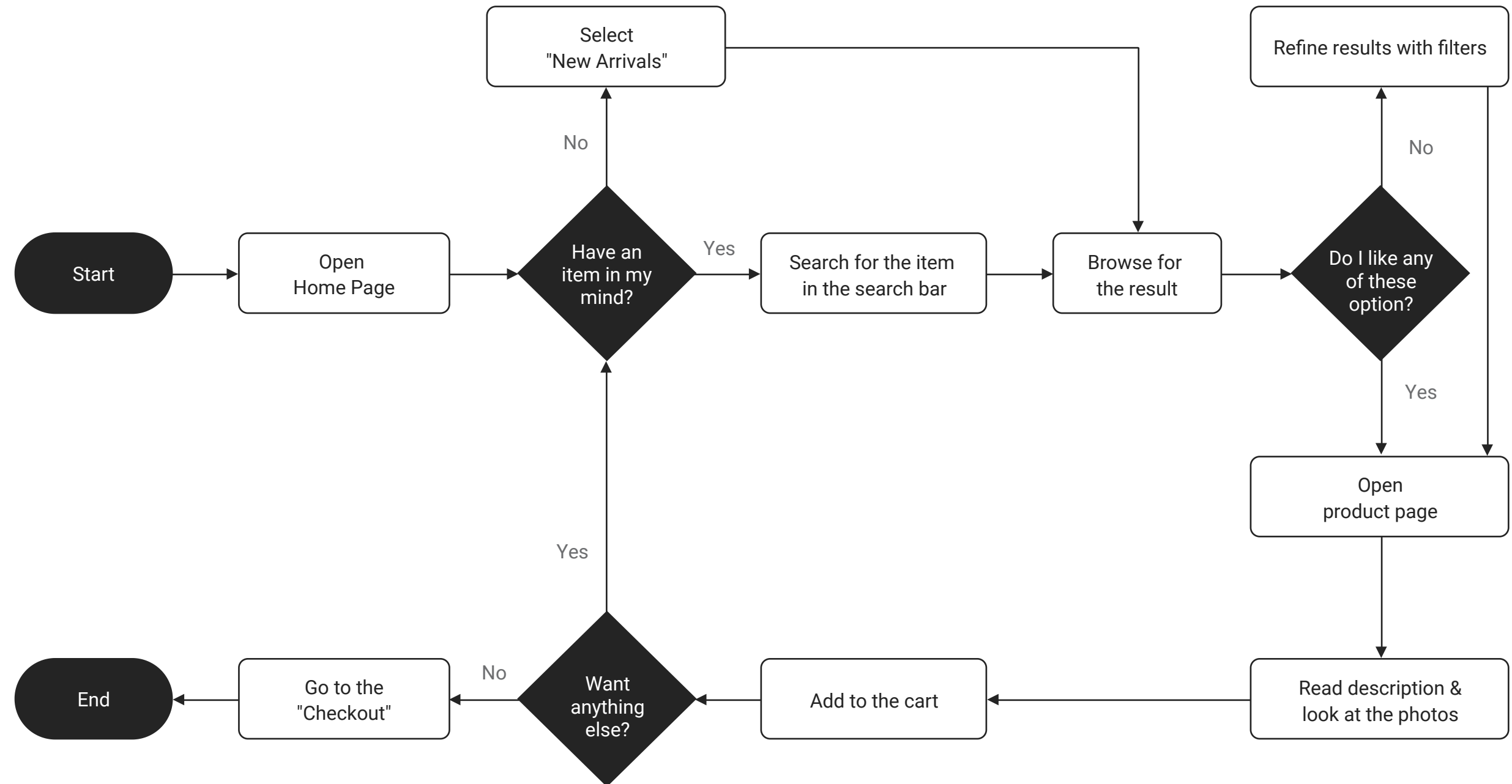
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I choose was designed to make things simple and easy.



DEFINE

User Flow

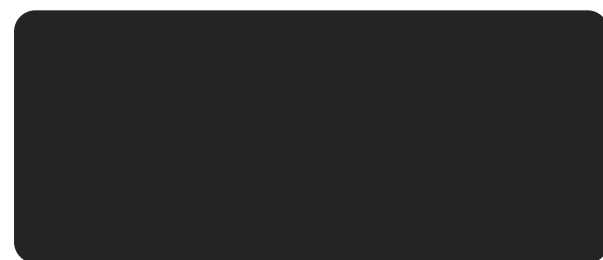
The user flow defines all navigation steps in the user journey in order to achieve their goal.



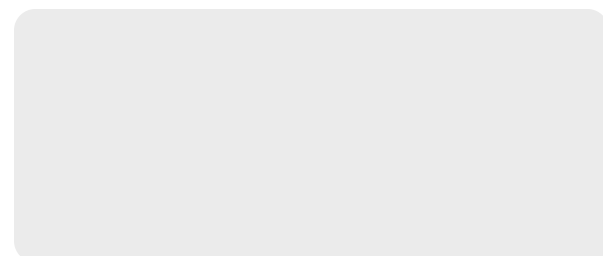
IDEATE

STYLE GUIDE

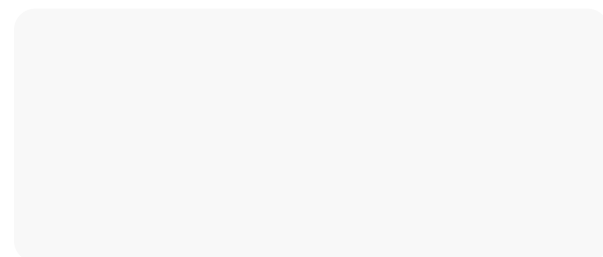
Color Palette



#242424



#EBEBEB



#F8F8F8

Typefaces

Roboto: H1

Roboto: H2

Roboto: H3

Logo

indija



Button

SUBMIT

SUBMIT

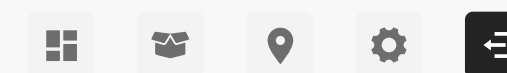
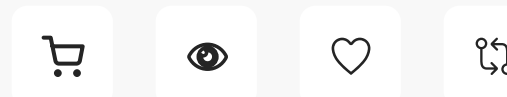
SHOP NOW

SHOP NOW

SHOP NOW

VIEW COLLECTION

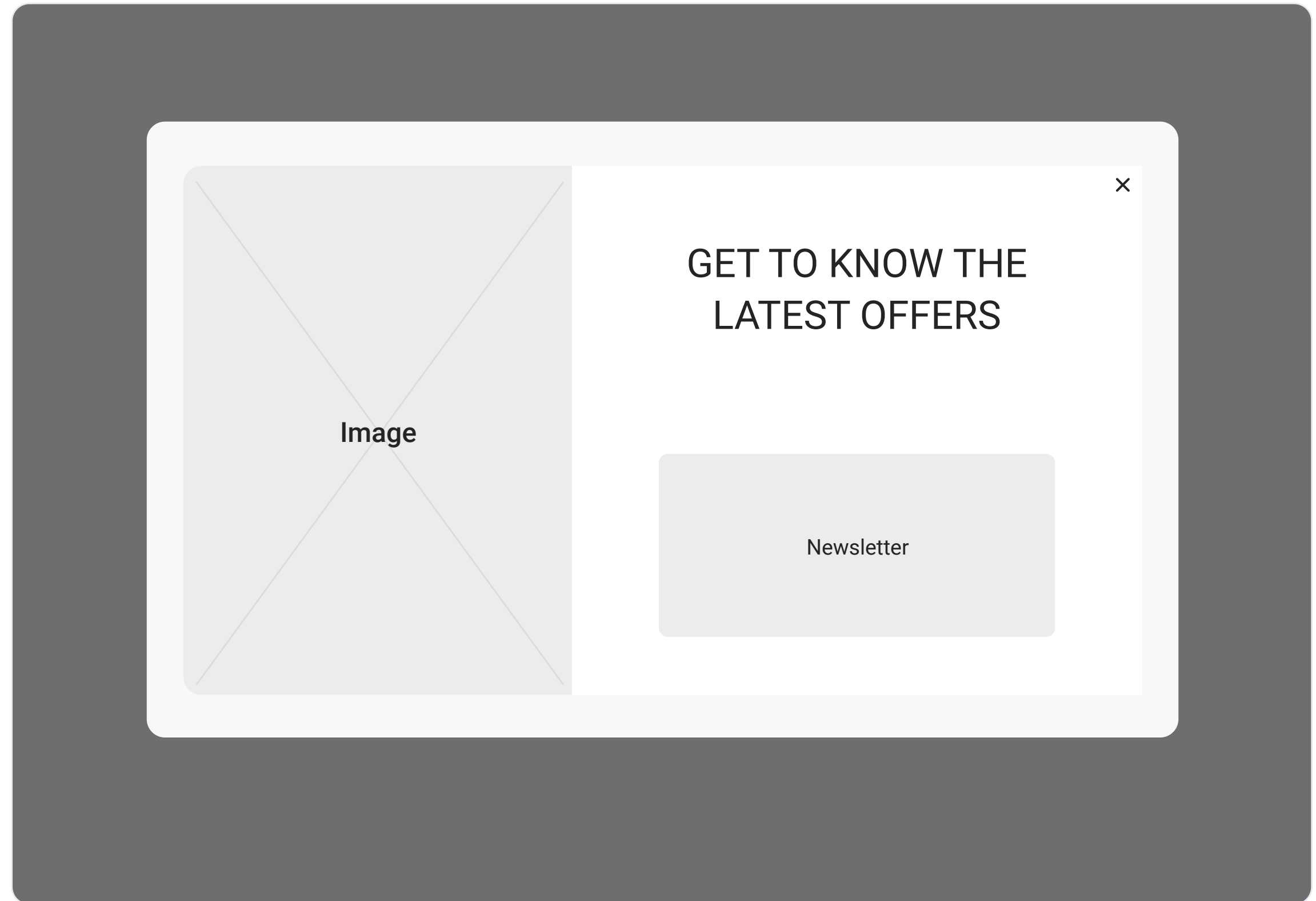
UI Icon

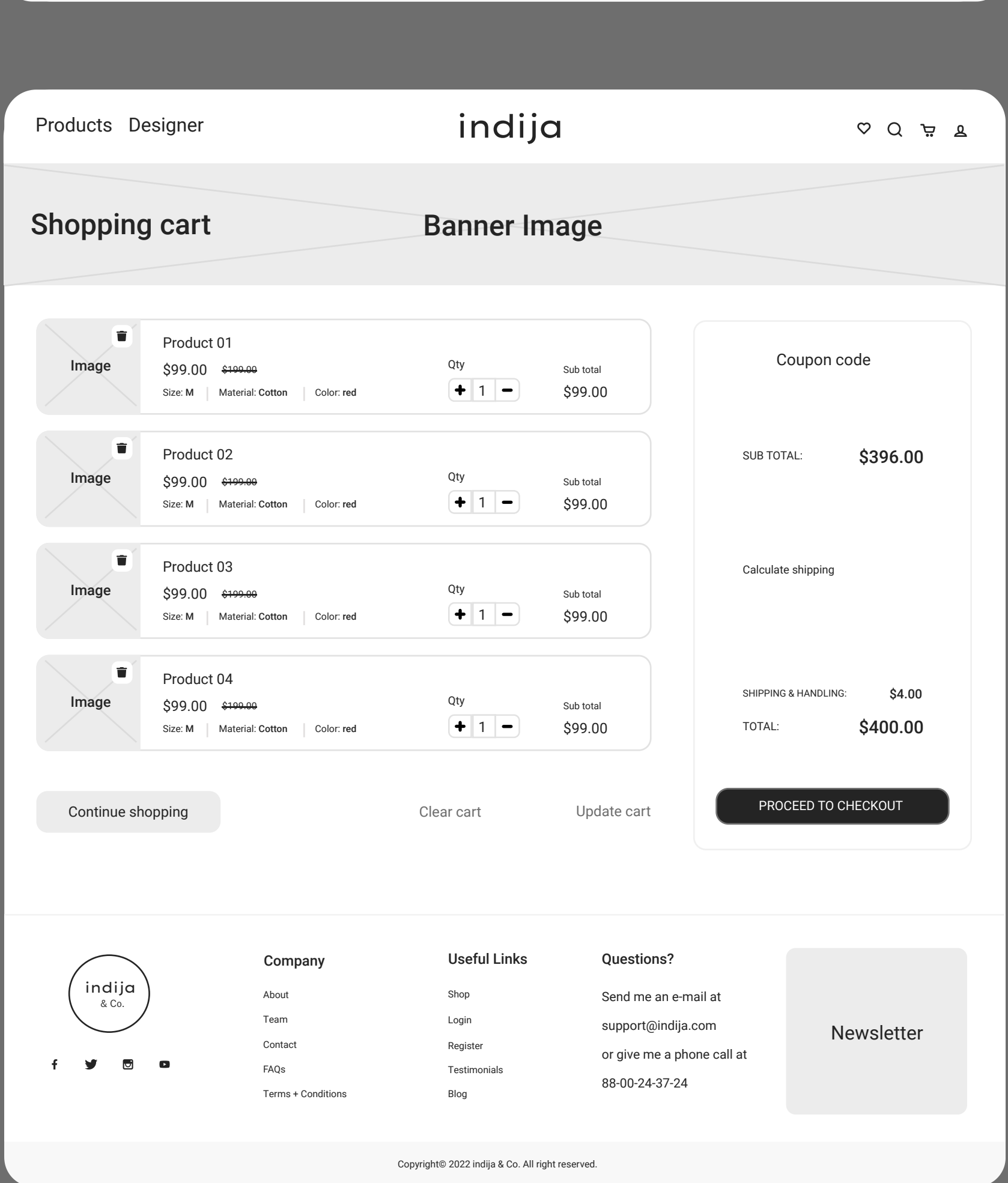
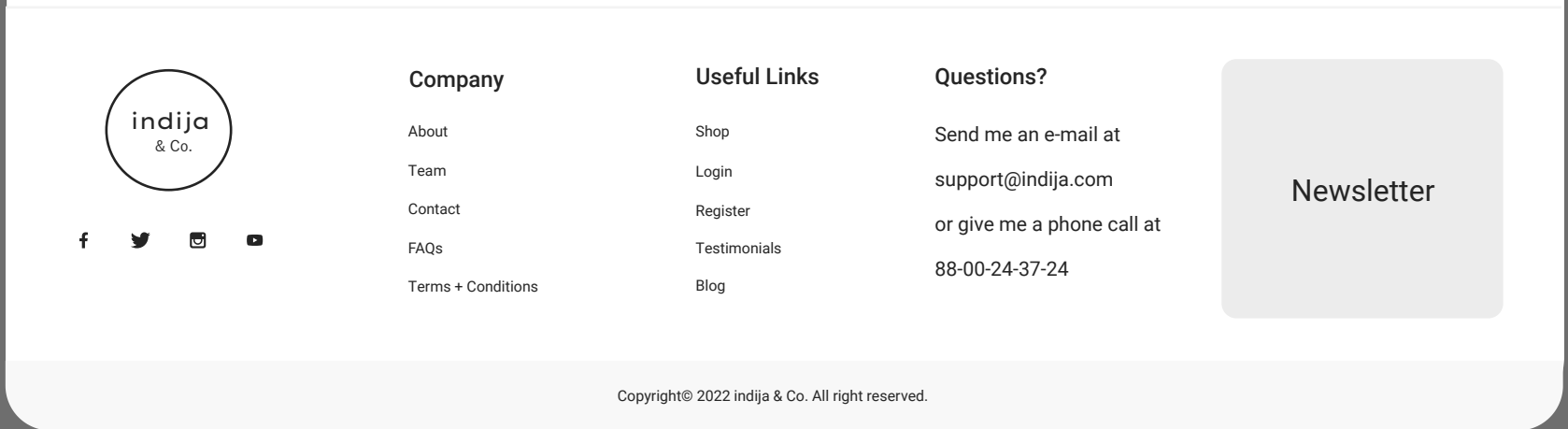
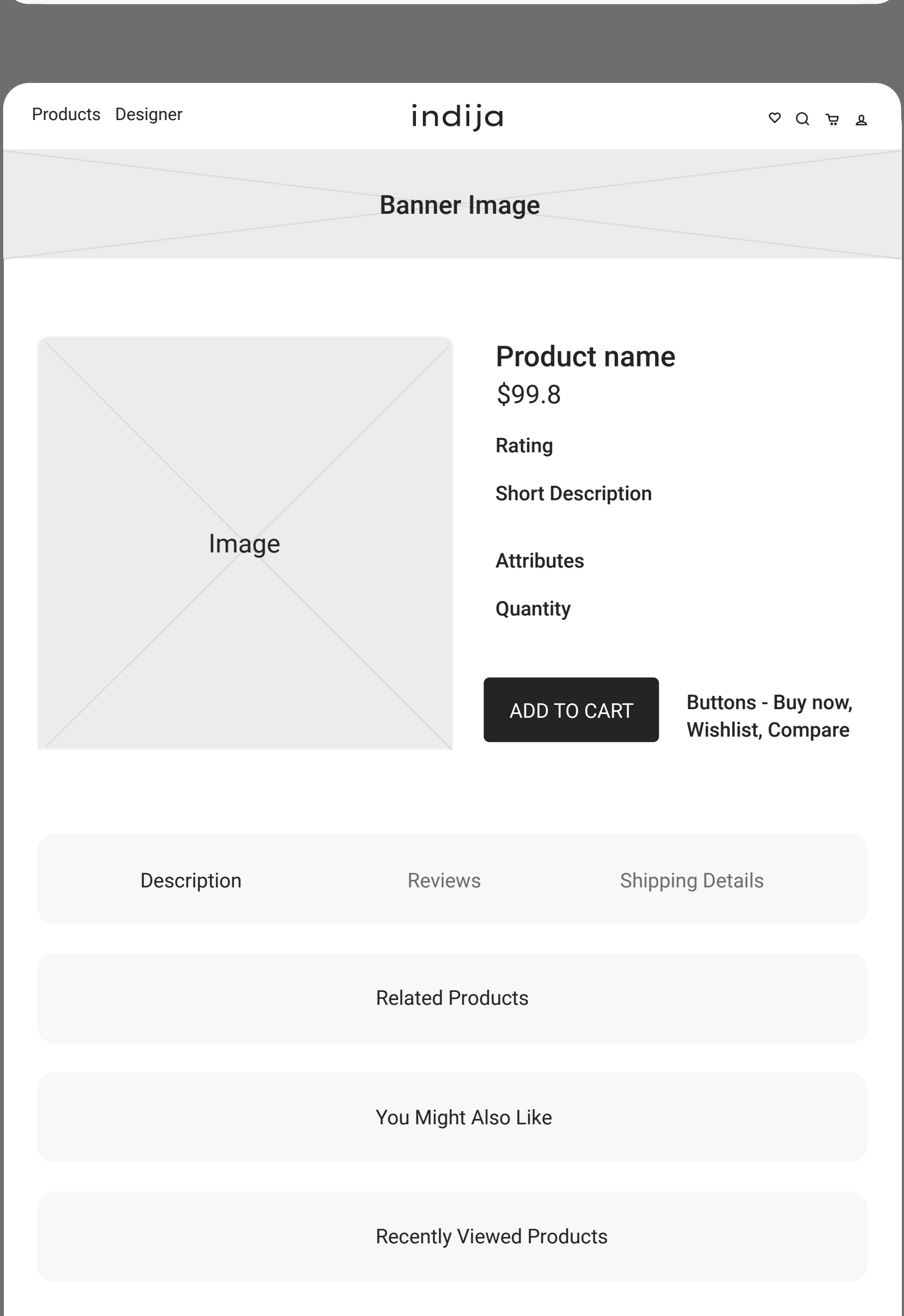
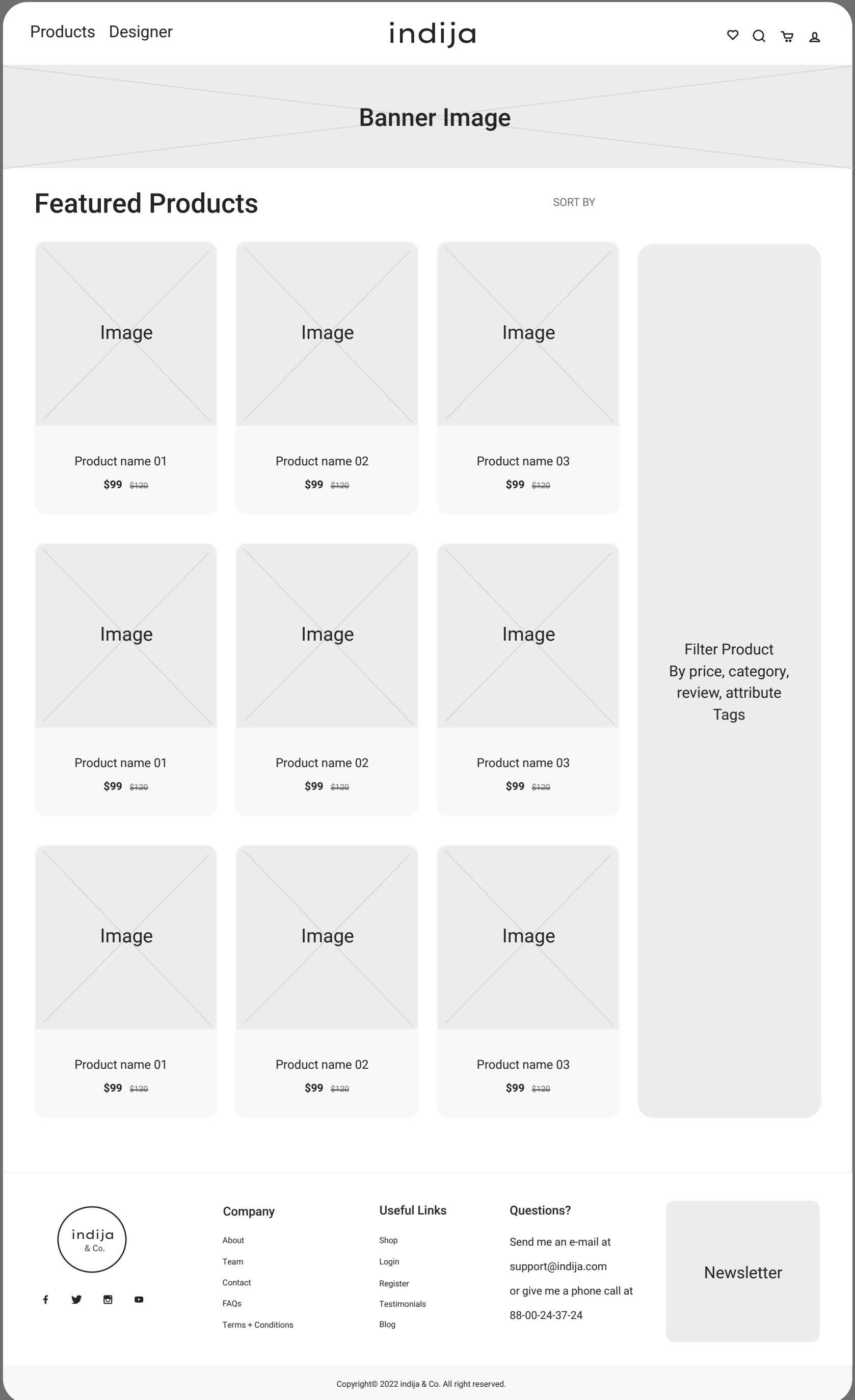
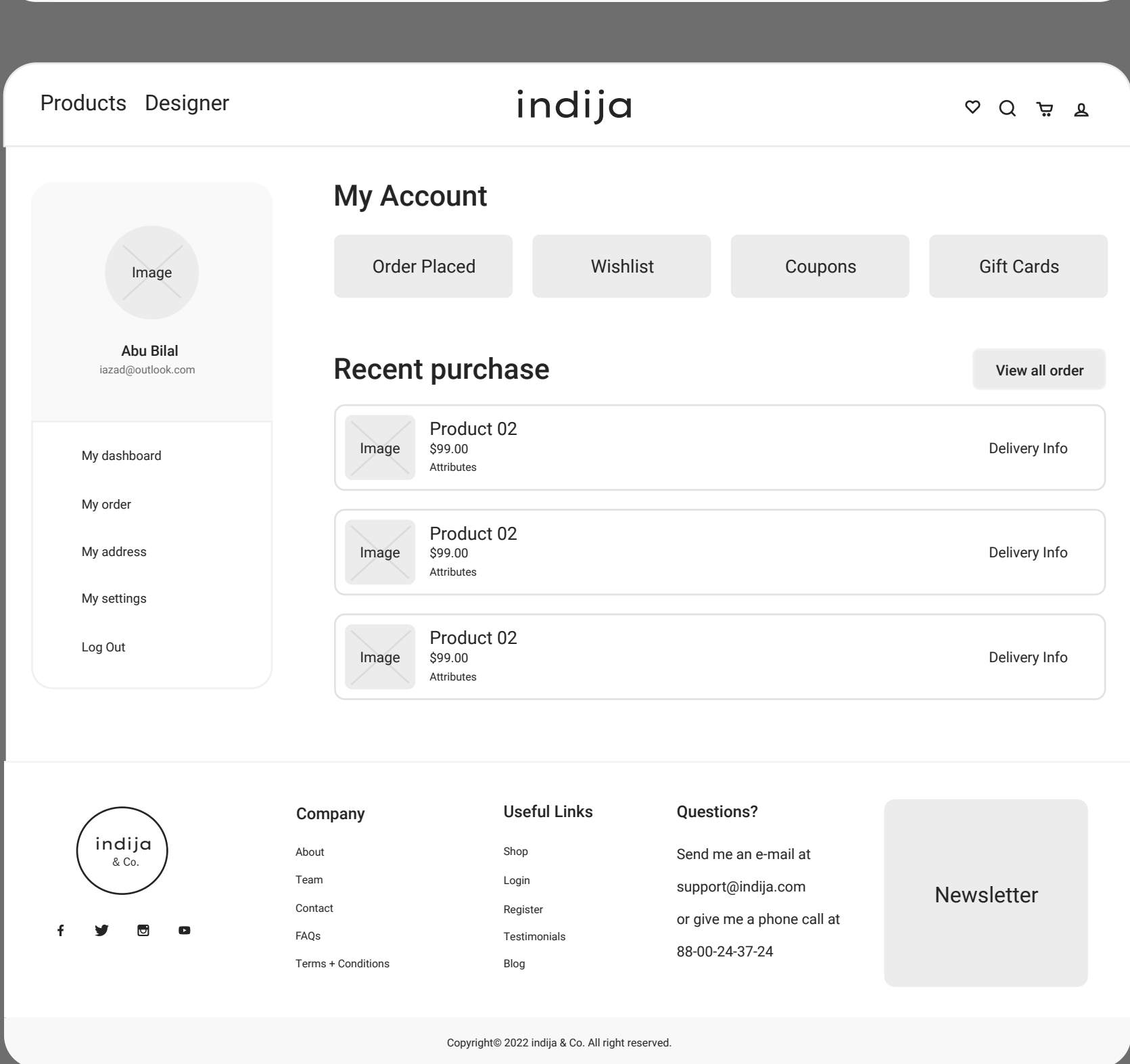
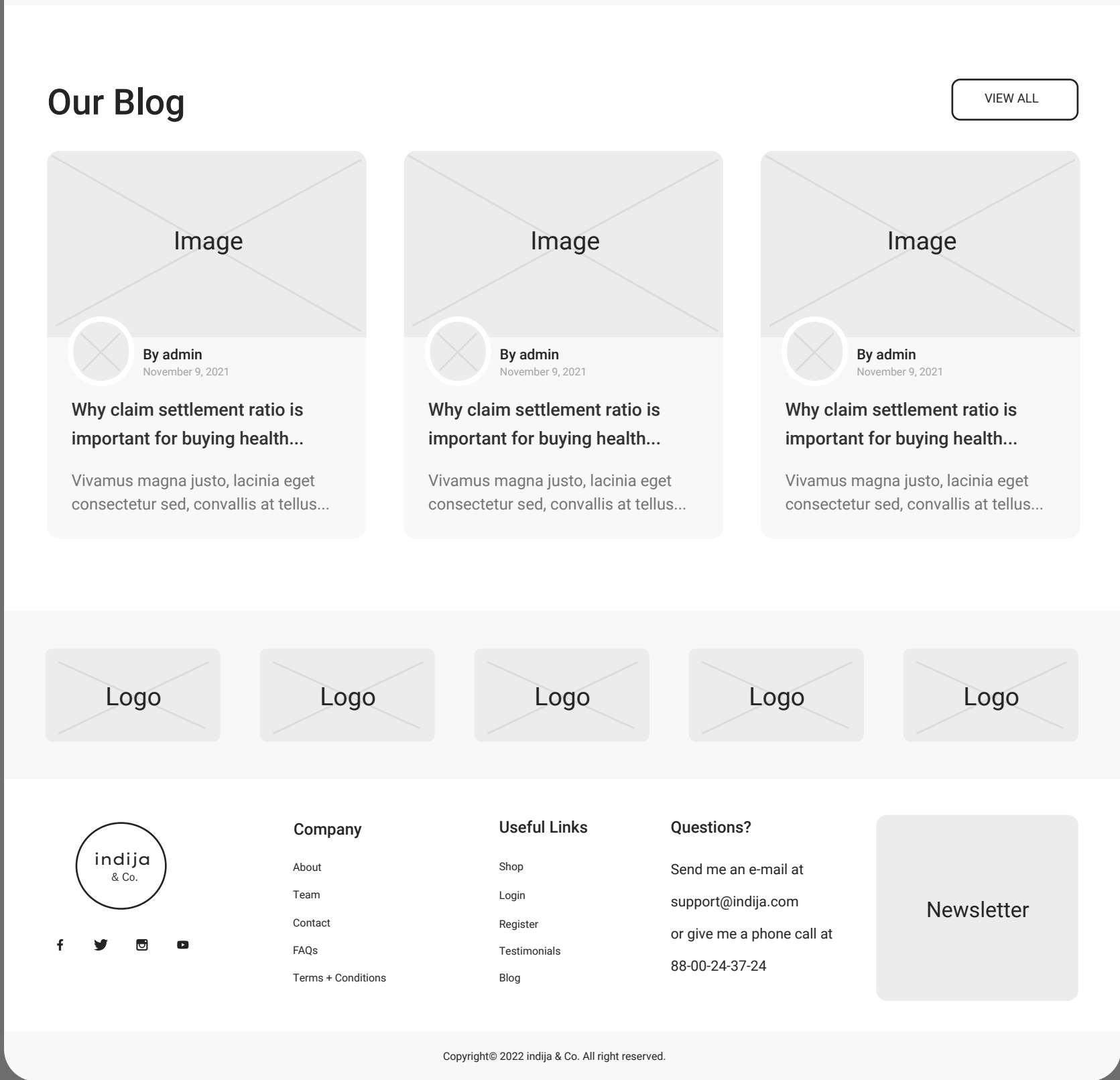
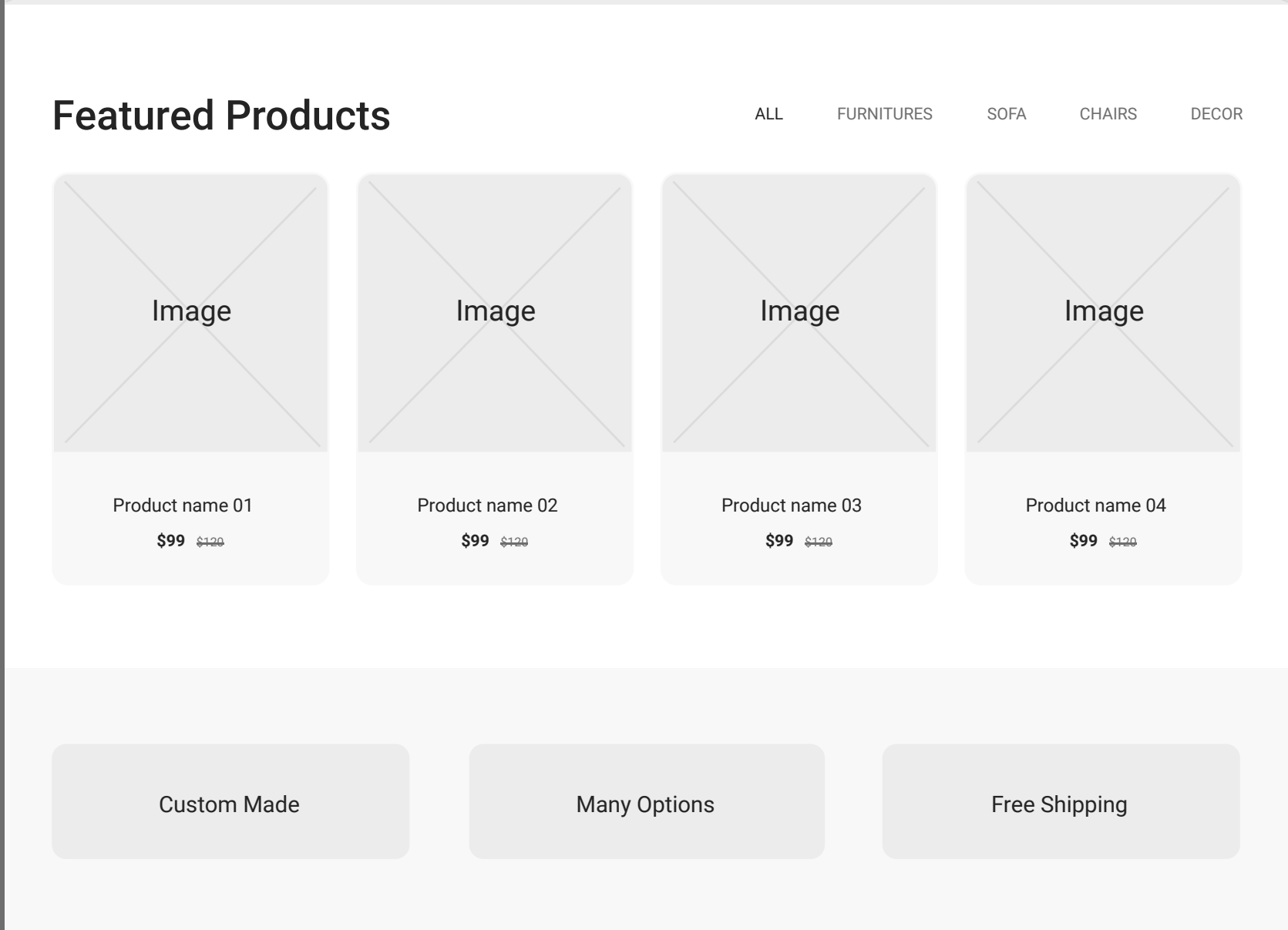
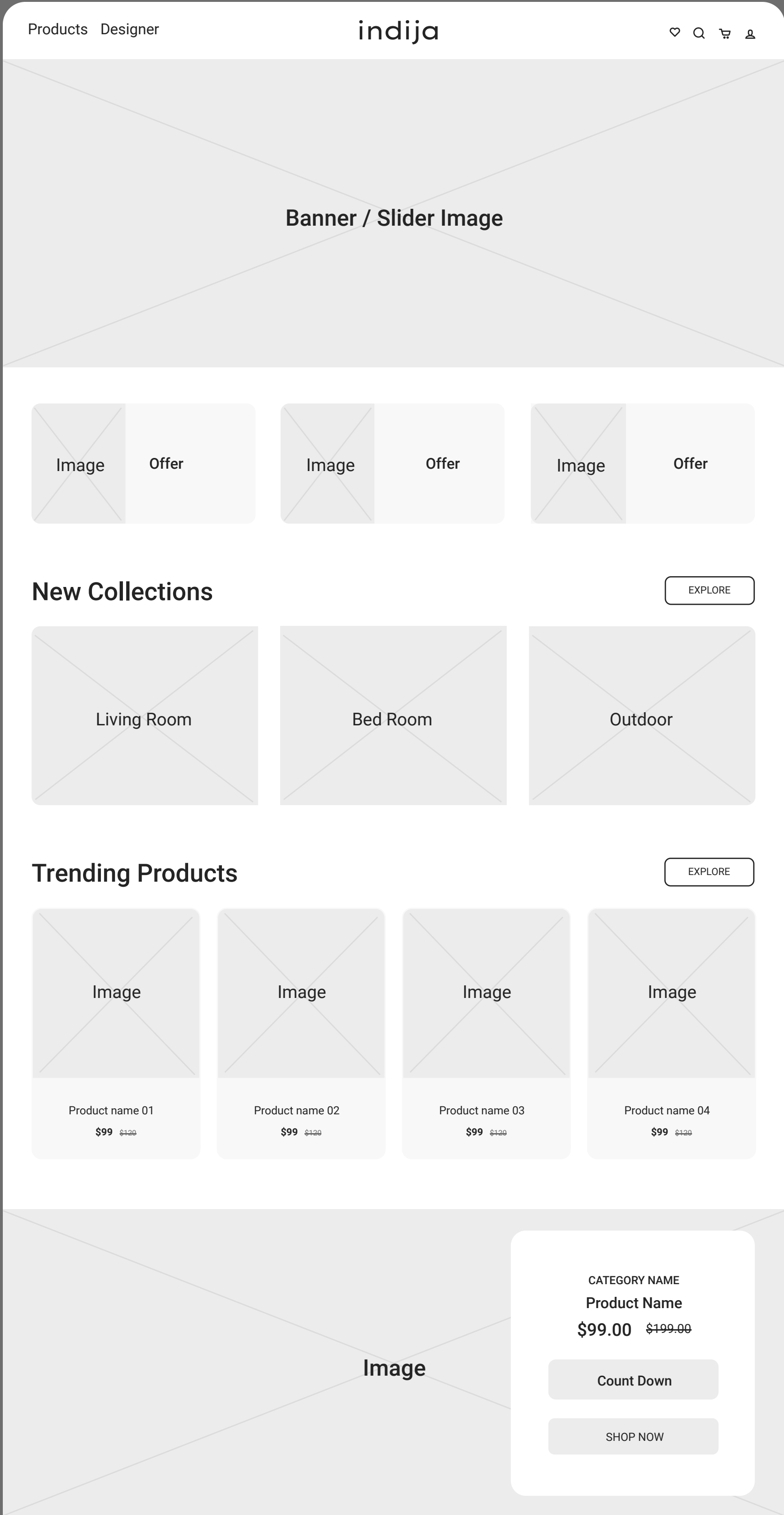


IDEATE

Following our customer interviews, we synthesized our findings and were able to create a customer journey and persona which were presented and discussed with the client.

These exercises formed a great foundation to move into feature ideation and prioritisation.

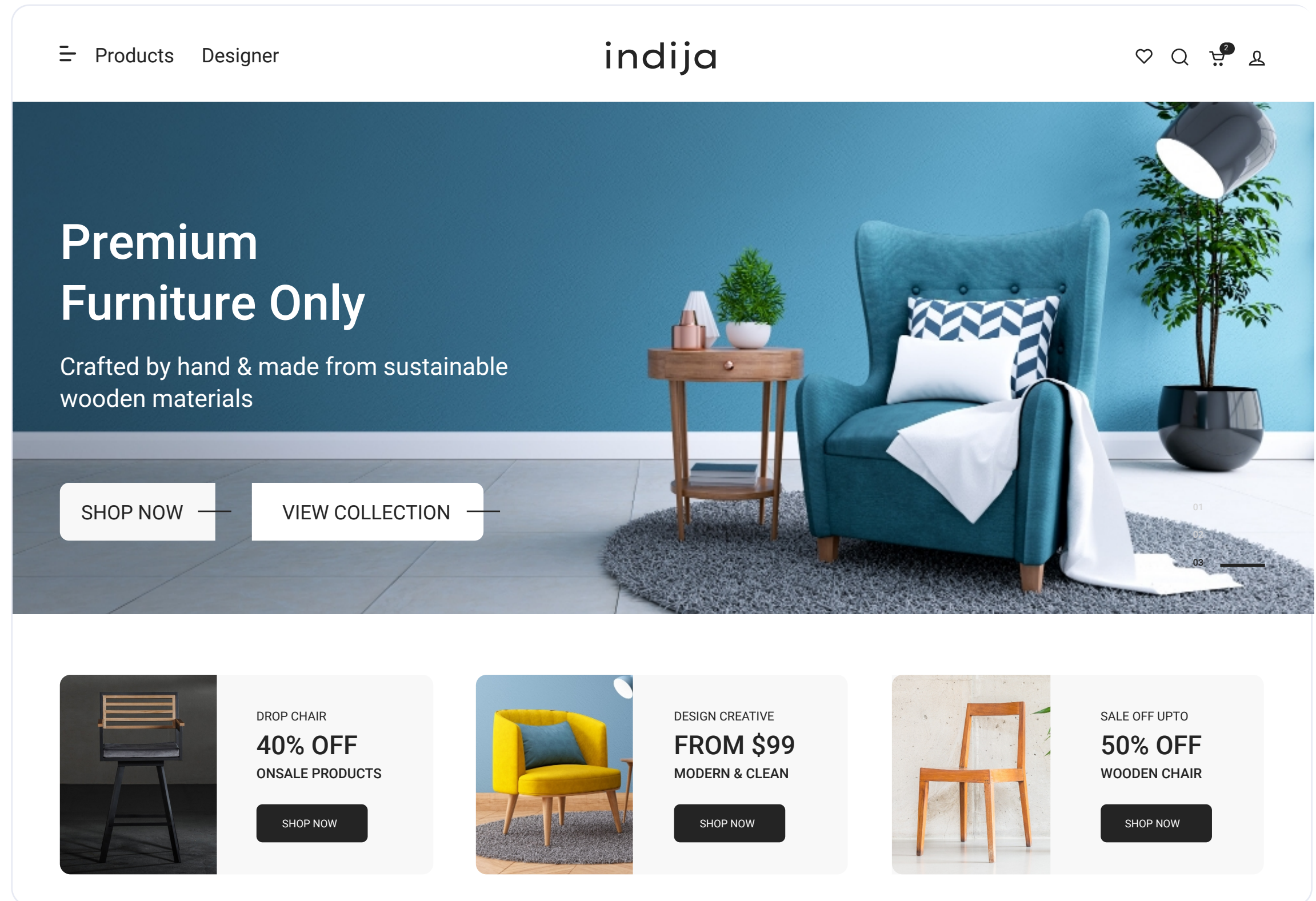




PROTOTYPE

Following our customer interviews, we synthesized our findings and were able to create a customer journey and persona which were presented and discussed with the client.

These exercises formed a great foundation to move into feature ideation and prioritisation.





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Subscribe and get notified at first on the
latest update and offers!

Submit

Premium Furniture Only

Crafted by hand & made from sustainable wooden materials

SHOP NOW

VIEW COLLECTION



DROP CHAIR
40% OFF
ONSALE PRODUCTS

SHOP NOW



DESIGN CREATIVE
FROM \$99
MODERN & CLEAN

SHOP NOW



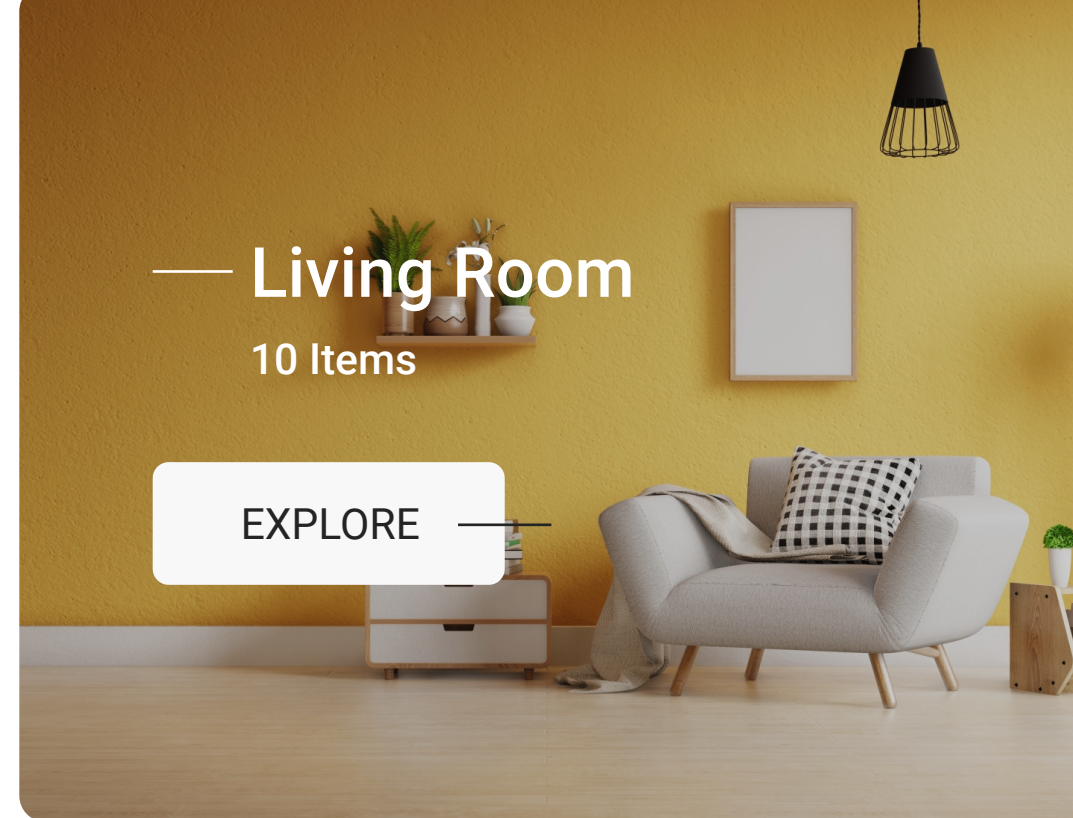
SALE OFF UPTO
50% OFF
WOODEN CHAIR

SHOP NOW

New Collections

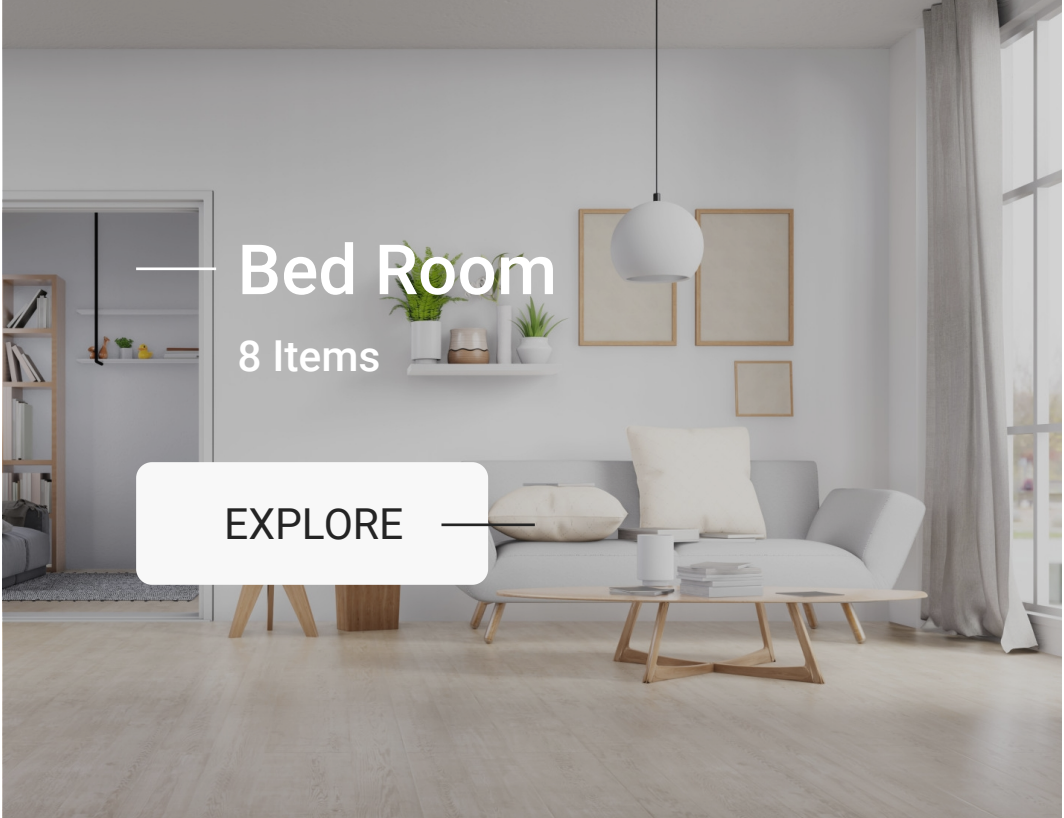
Living Room | Bed Room | Outdoor

EXPLORE



Living Room
10 Items

EXPLORE



Bed Room
8 Items

EXPLORE



Outdoor
12 Items

EXPLORE

Trending Products

Your furniture creates an experience that tells a story.

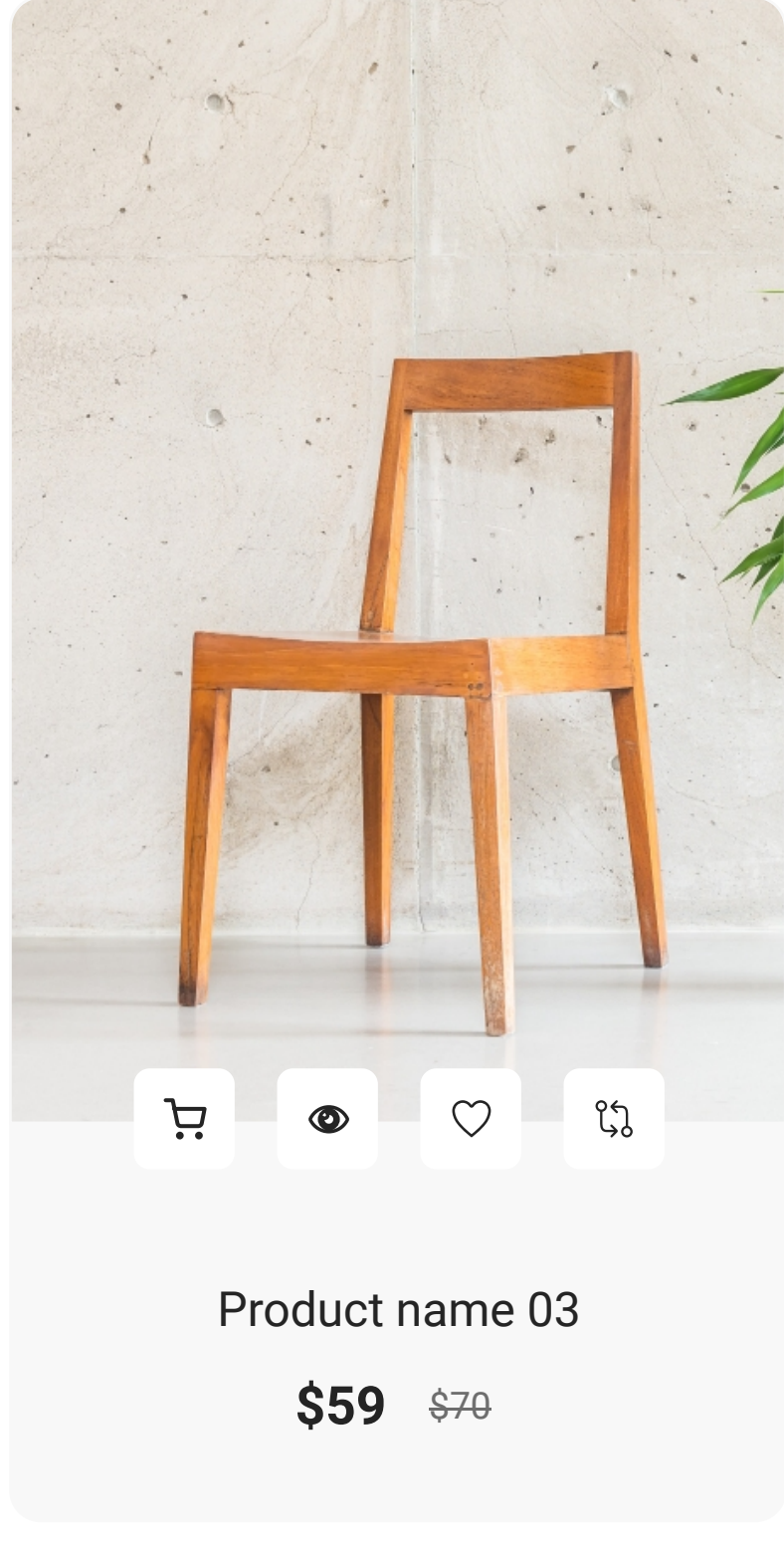
VIEW ALL



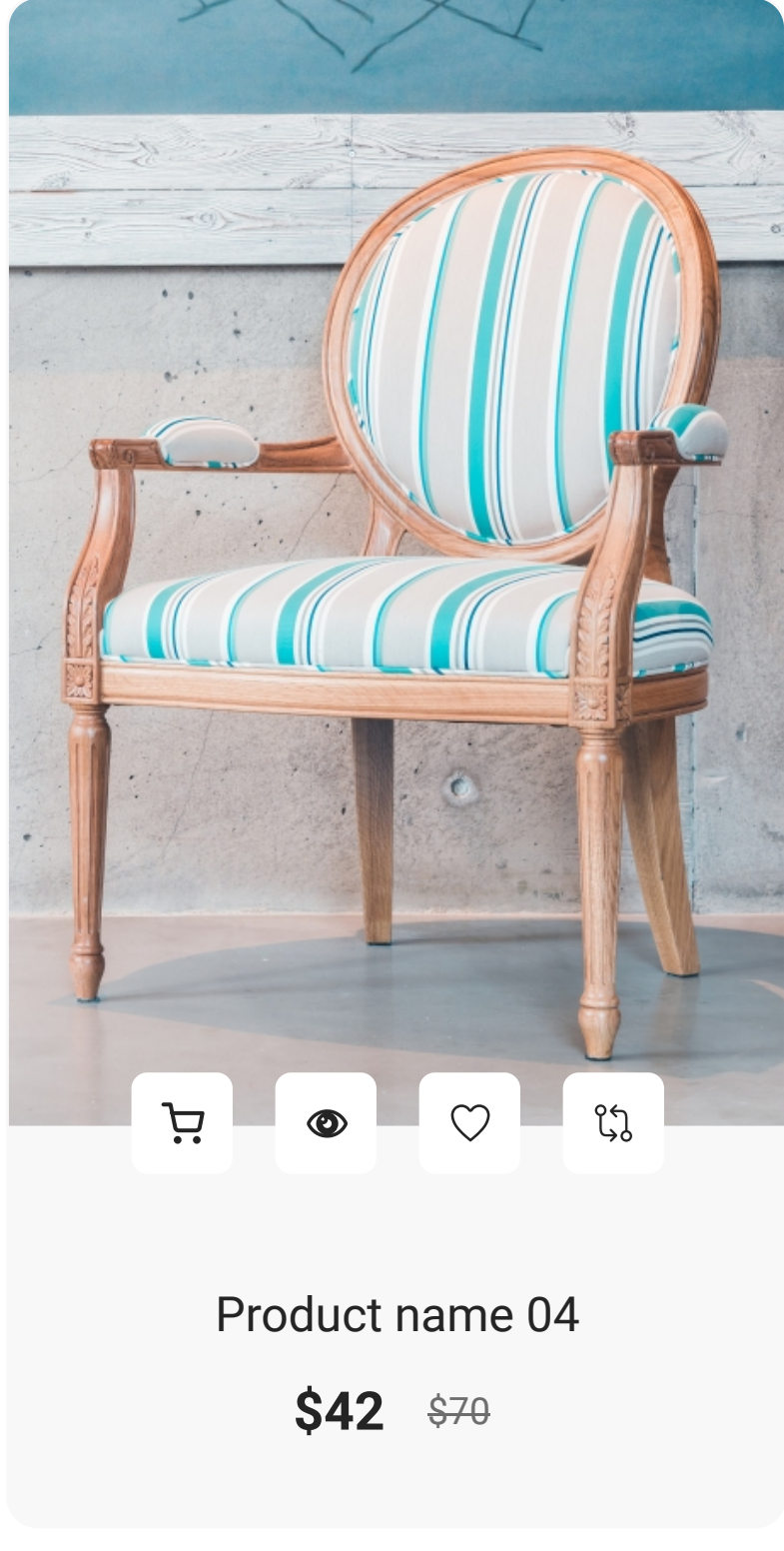
Product name 01
\$79 \$120



Product name 02
\$65 \$90



Product name 03
\$59 \$70



Product name 04
\$42 \$70

HANDMADE

Affordances Side Table

\$99.00 ~~\$199.00~~

365 Days

24 Hours

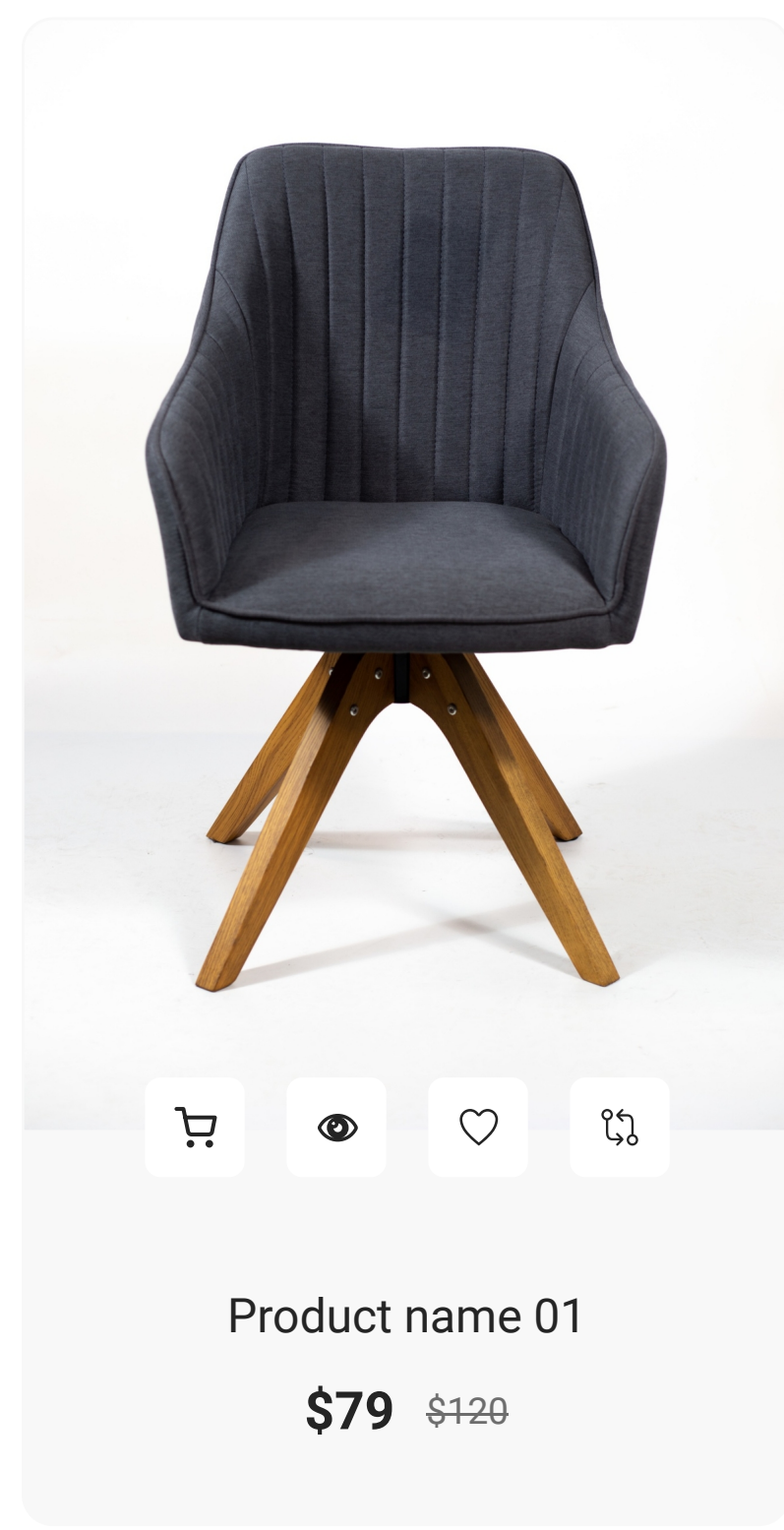
60 Mins

60 Secs

SHOP NOW

Featured Products

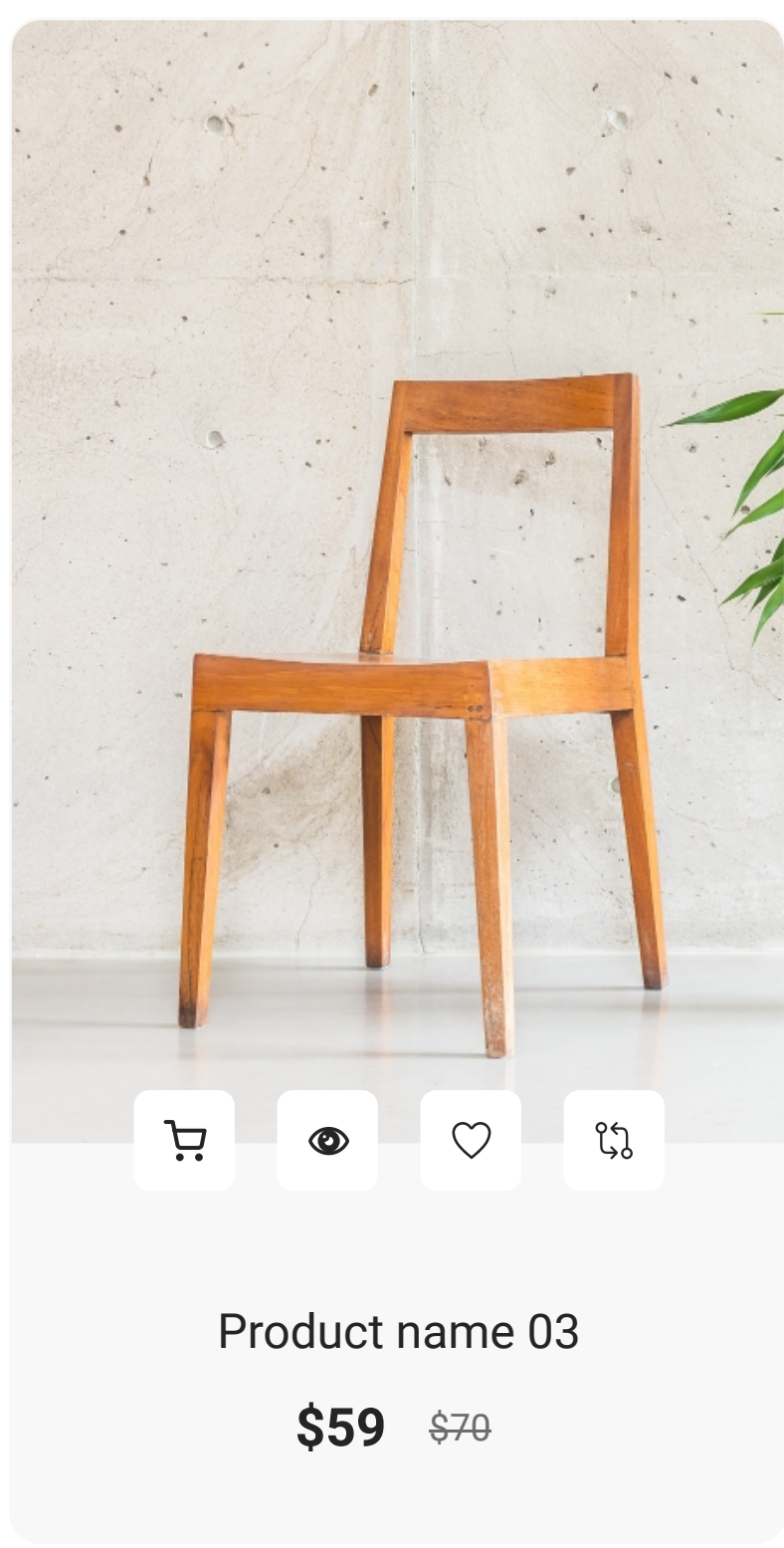
ALL FURNITURES SOFA CHAIRS DECOR



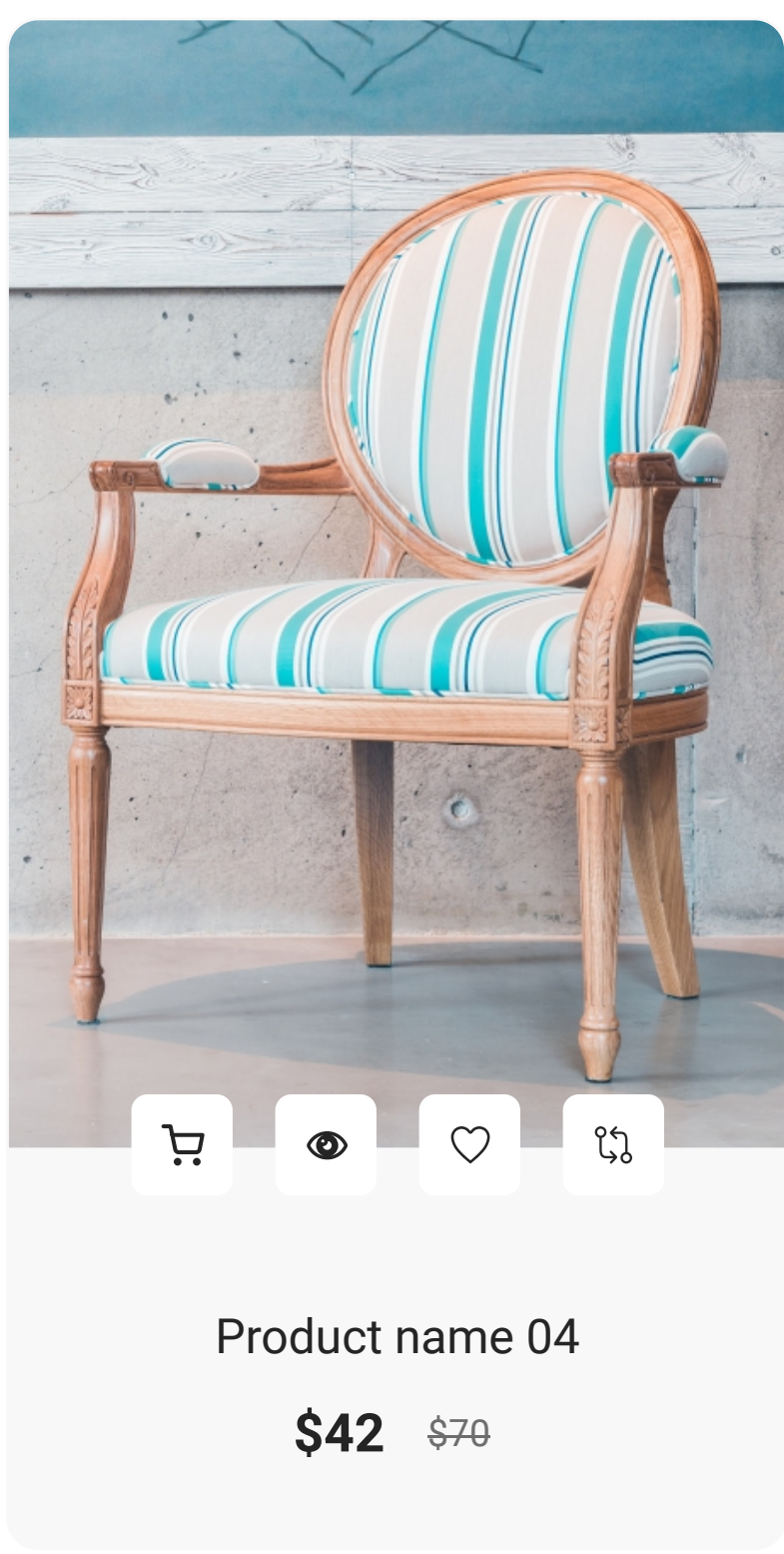
Product name 01
\$79 \$120



Product name 02
\$65 \$90



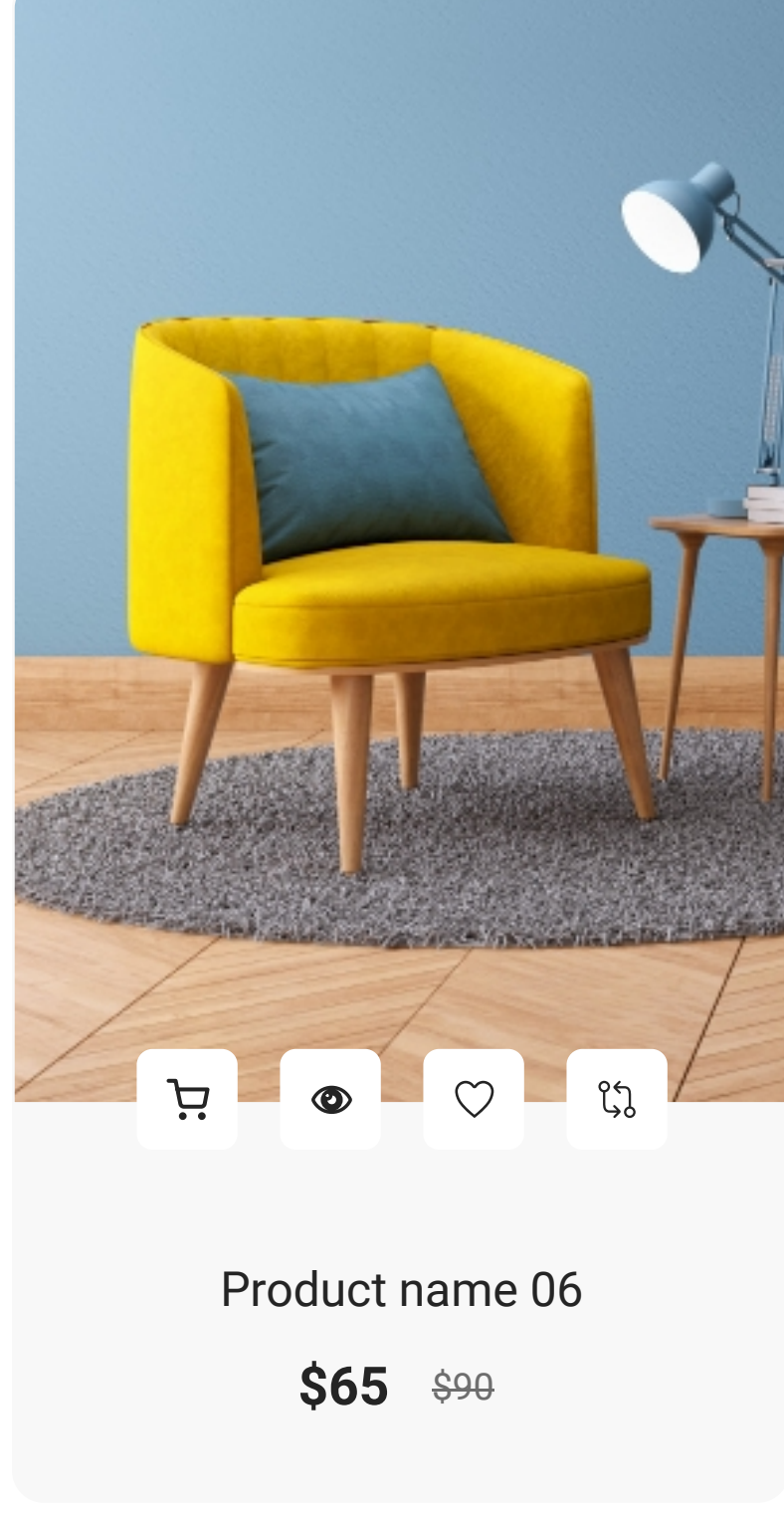
Product name 03
\$59 \$70



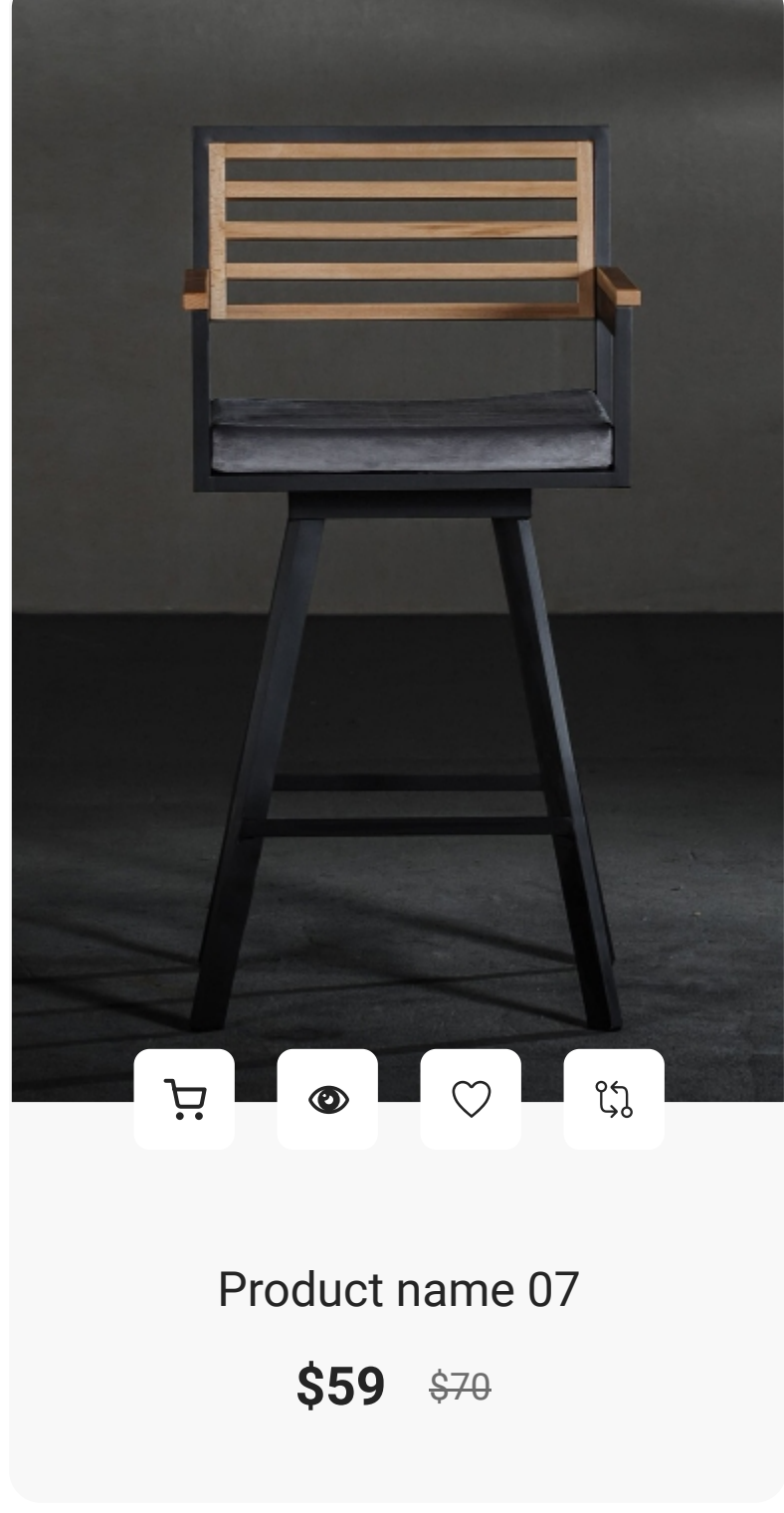
Product name 04
\$42 \$70



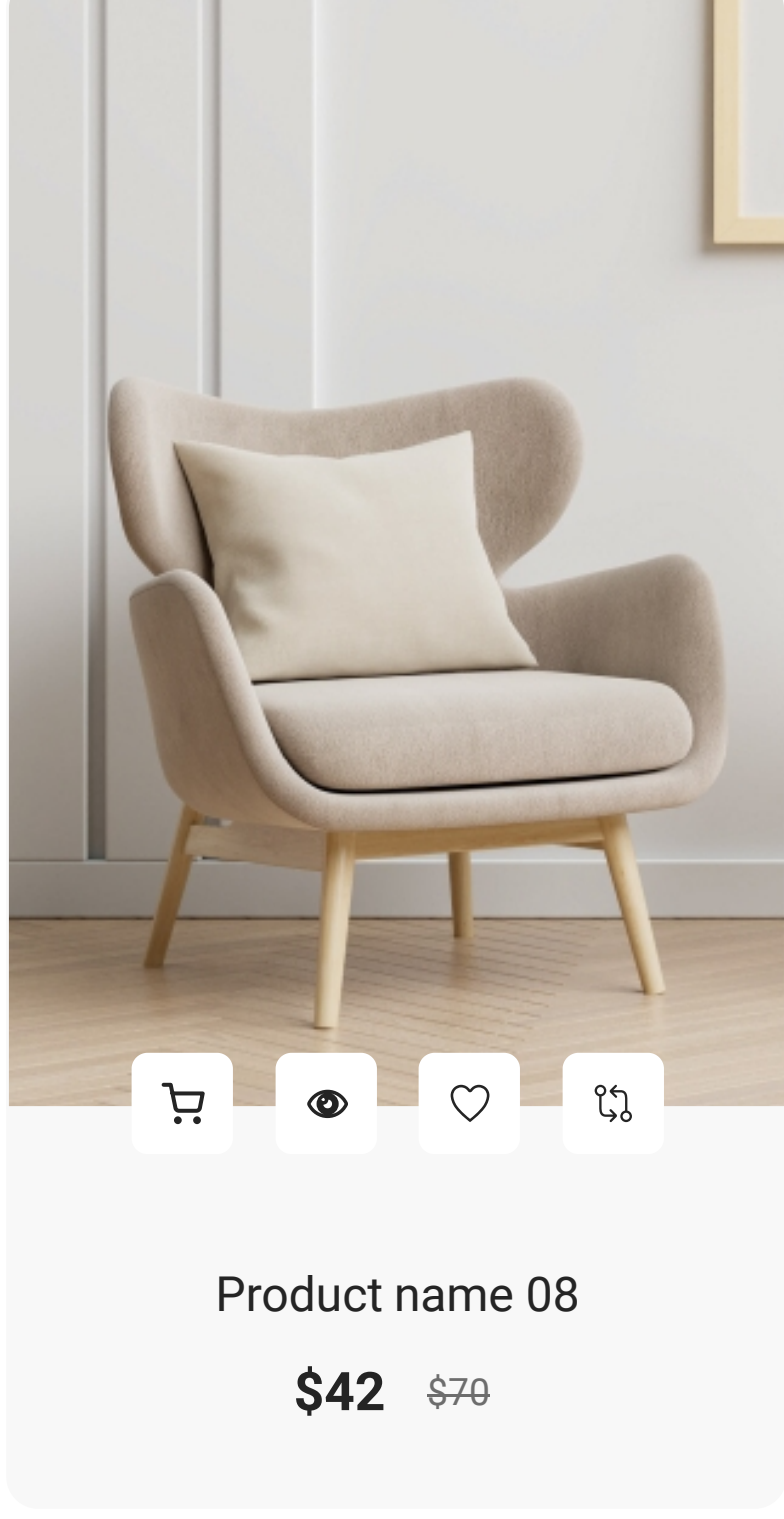
Product name 05
\$79 \$120



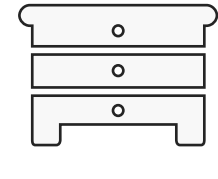
Product name 06
\$65 \$90



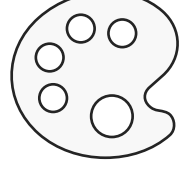
Product name 07
\$59 \$70



Product name 08
\$42 \$70



Custom Made
Lorem ipsum dolor sit amet, conseq.



Many Options
Lorem ipsum dolor sit amet, conseq.

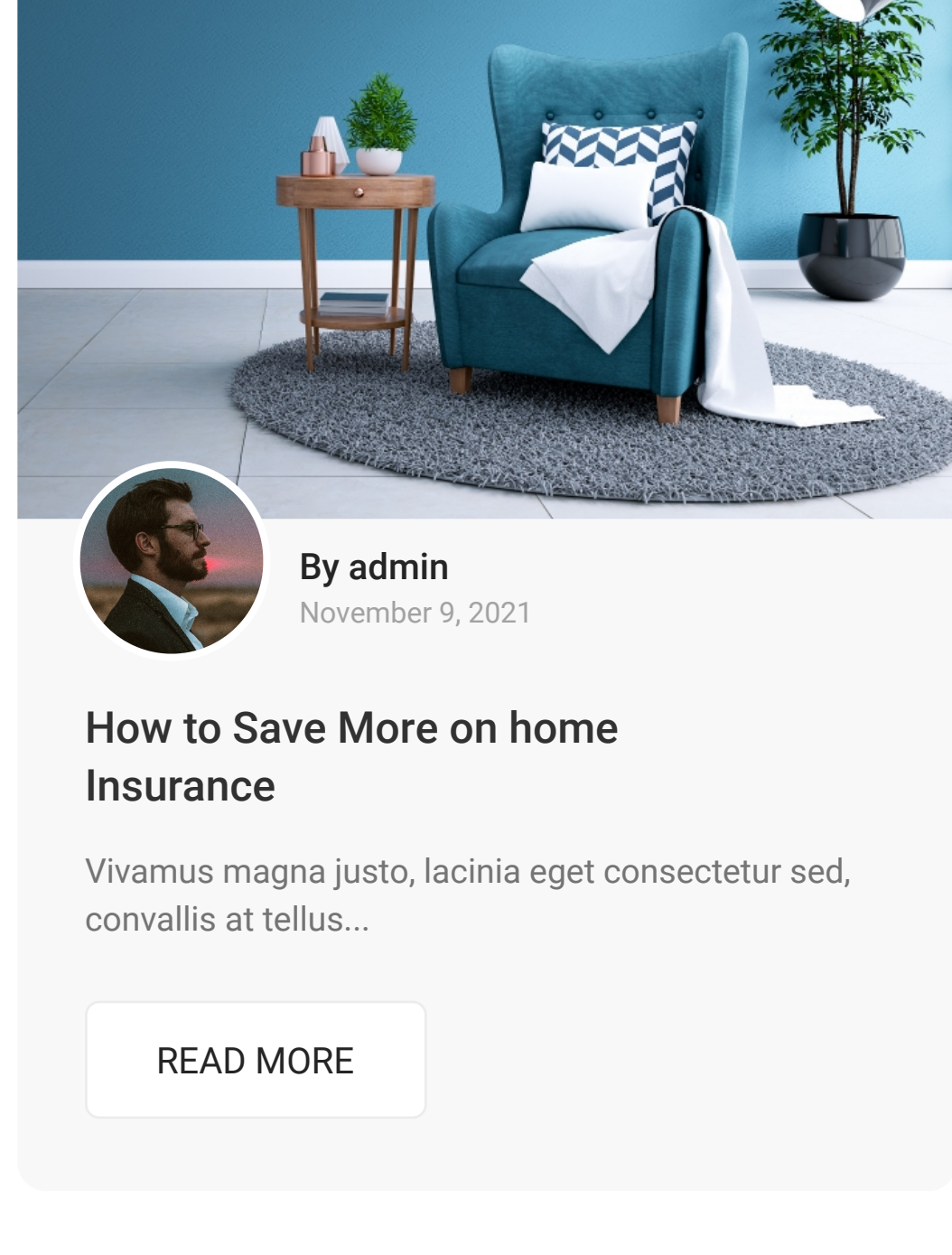


Free Shipping
Lorem ipsum dolor sit amet, conseq.

Our Blog

Our Latest updates

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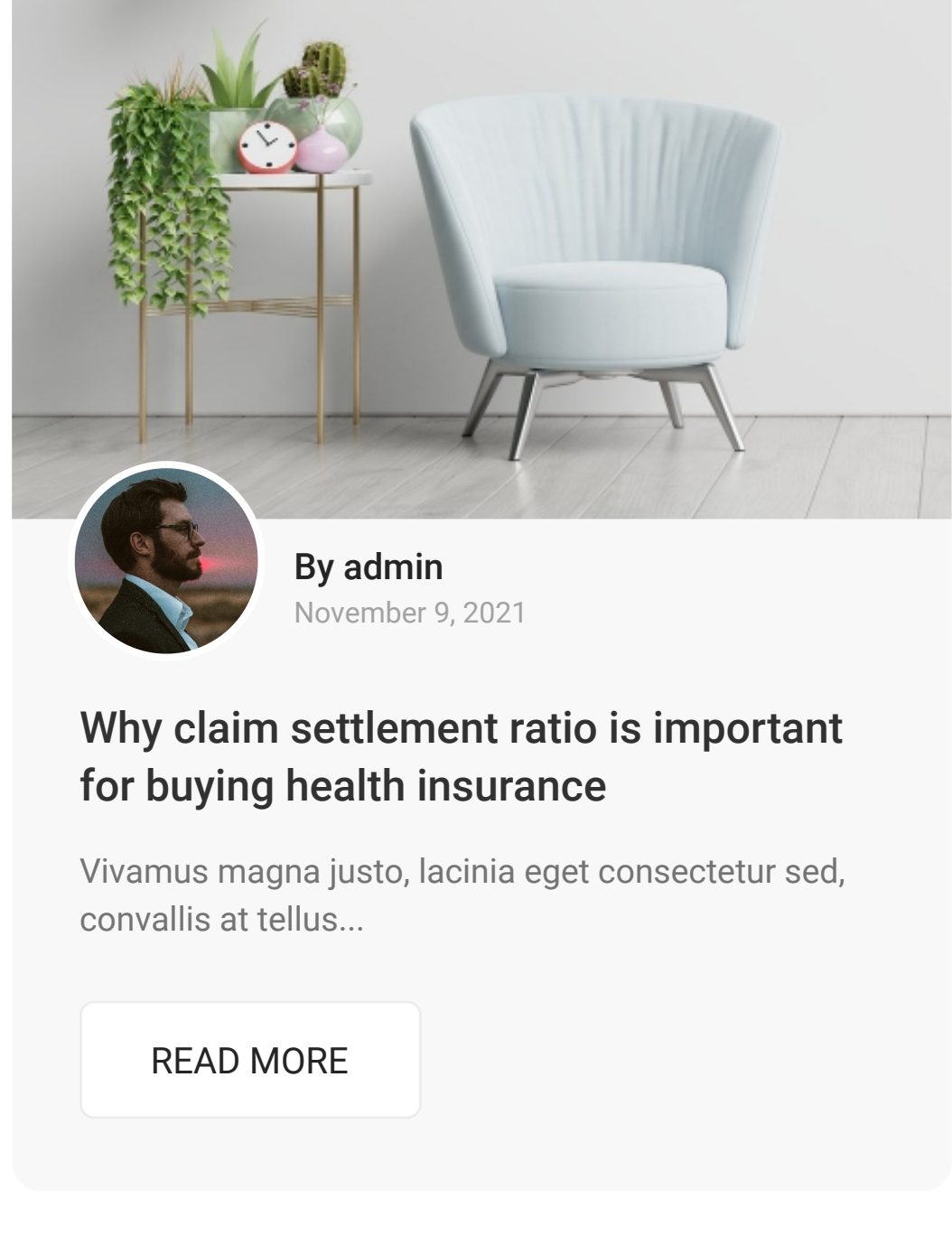


By admin
November 9, 2021

How to Save More on home Insurance

Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus...

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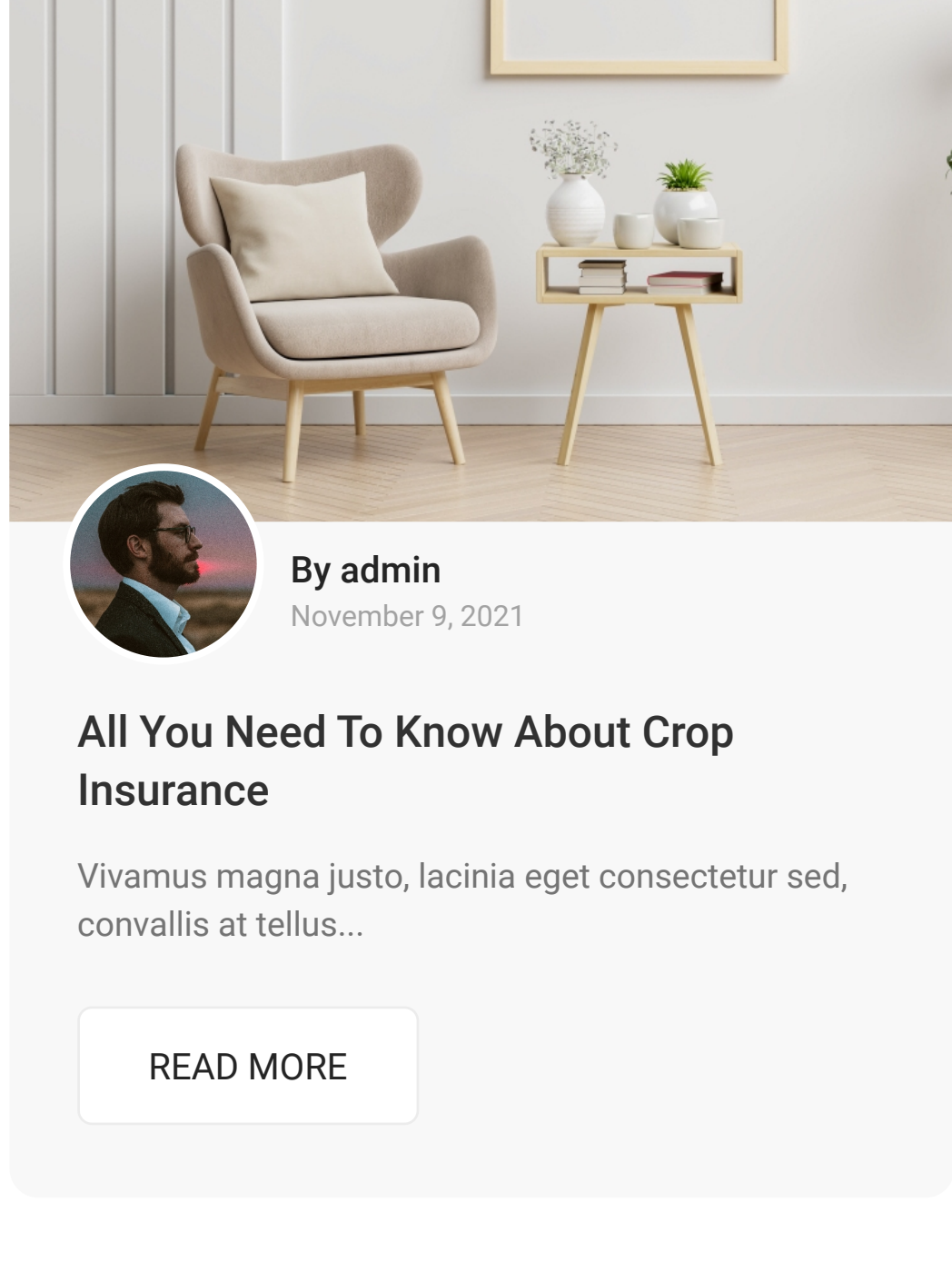


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Why claim settlement ratio is important for buying health insurance

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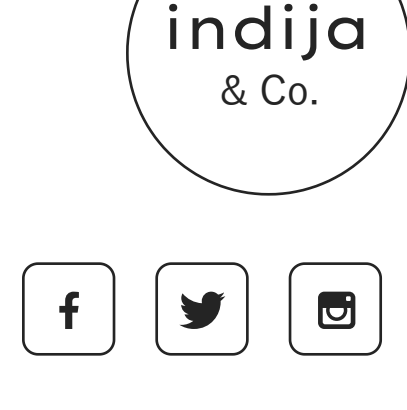
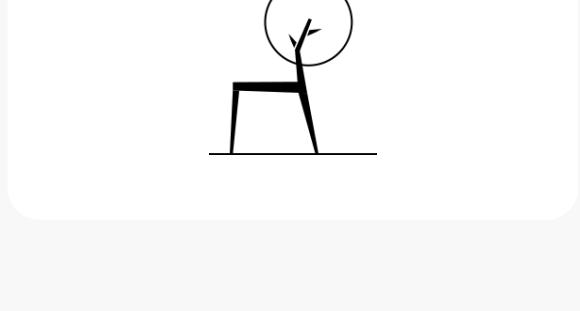
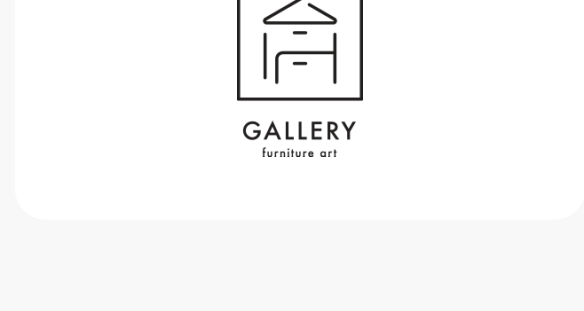


By admin
November 9, 2021

All You Need To Know About Crop Insurance

Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus...

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DINING & KITCHEN

SOFASET

LIVING

STORAGE & OFFICE

WARDROBE

BEDROOM

CHAIRS

INDOOR

OUTDOOR

Elegant styles

Table linean

Kitchen tools

Sausage

Pindia

Royaloak

Ebee

Luxury collection

Chicken Strips

Taco Bell

Mini Bundt Cakes

Fries and McNuggets

Ecowoodies

Acme Furniture

Elegant styles

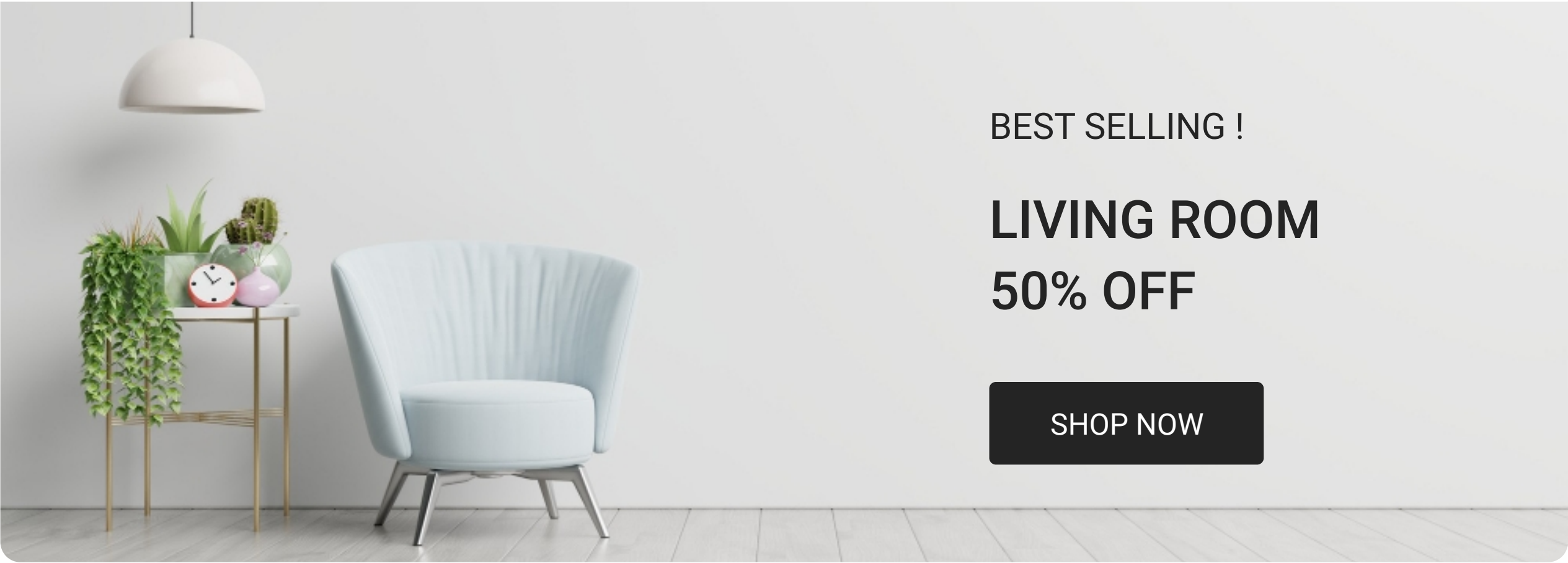
Kitchen storage

Cookware

Tablewar

Cooktops & burners

Kiro



BEST SELLING !

LIVING ROOM
50% OFF


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Featured Products

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Sort by


Featured



Product name 01

\$79


\$120



Product name 02

\$79


\$120



Product name 03

\$79

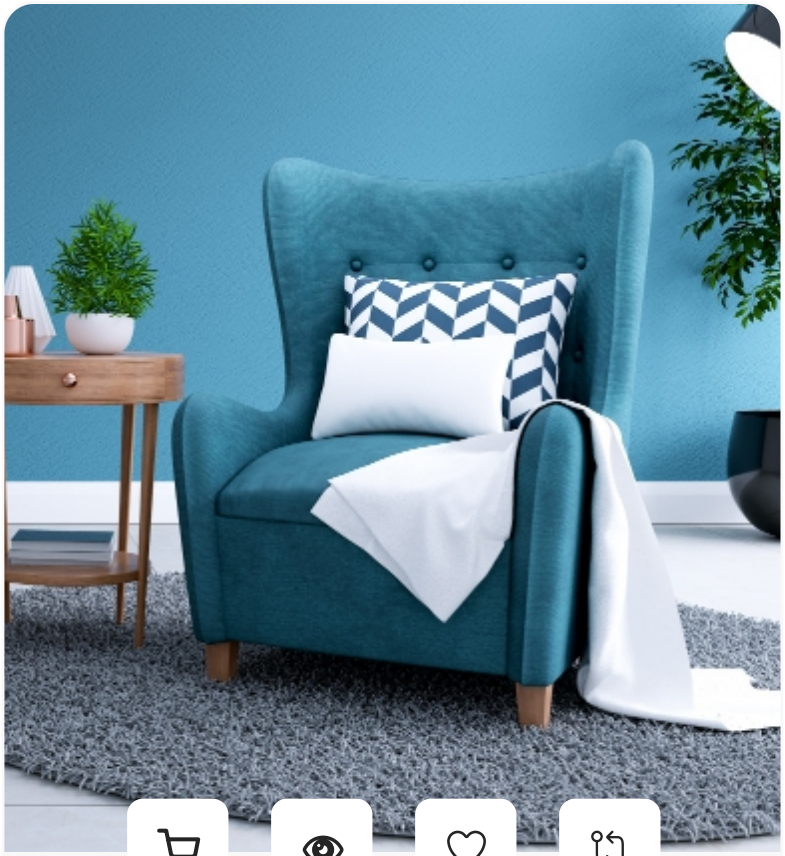
\$120



Product name 04

\$79


\$120



Product name 05

\$79

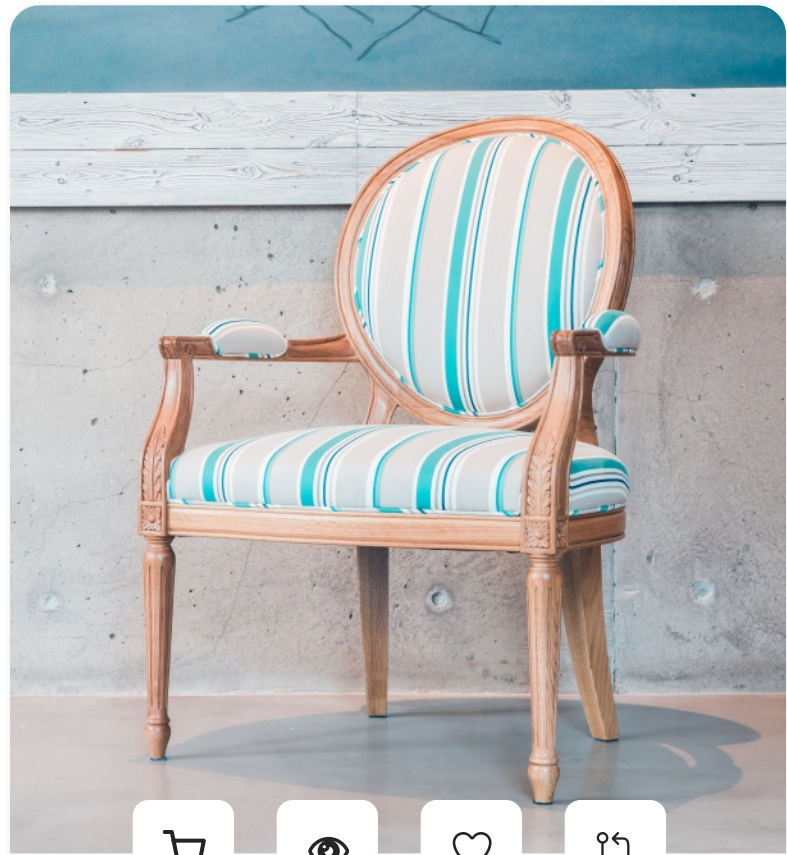
\$120



Product name 06

\$79


\$120



Product name 07

\$79


\$120



Product name 08

\$79

\$120



Product name 09

\$79

\$120

1

2

3

4

5

Type keyword

Price range

\$16.00 - \$199.00

Categories

Best Seller

(12)

Chairs

(08)

Decor

(32)

Furnitures

(17)

Sofas

(05)

Types

Indoor

Outdoor

Bed Room

Living Room

Color

Size

Tiny

Small

Medium

Large

Rating

Tags

Accessories

Dishware

Lights

Furnishing

Hand made

Special

BEST SELLING !

LIVING ROOM

50% OFF

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Shop

Home / Products / Study Chair



Study Chair

\$99.00 \$199.00



Pellentesque in ipsum id orci porta dapibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Curabitur arcu erat, accumsan id imperdiet et, porttitor at sem.

Size

M

MATERIAL

Cotton

Color



QUANTITY

+ 1 -

🛒 ADD TO CART

BUY NOW

♡

🔄

f

📷

🐦

DESCRIPTION

REVIEWS

SHIPPING DETAILS

Nulla porttitor accumsan tincidunt. Curabitur aliquet quam id dui posuere blandit. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus. Vivamus suscipit tortor eget felis porttitor volutpat. Cras ultricies ligula sed magna dictum porta. Curabitur arcu erat, accumsan id imperdiet et, porttitor at sem. Pellentesque in ipsum id orci porta dapibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Vivamus suscipit tortor eget felis porttitor volutpat. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Vestibulum ac diam sit amet quam vehicula elementum sed sit amet dui. Sed porttitor lectus nibh. Vivamus suscipit tortor eget felis porttitor volutpat. Proin eget tortor risus.

Nulla porttitor accumsan tincidunt. Curabitur aliquet quam id dui posuere blandit. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus. Vivamus suscipit tortor eget felis porttitor volutpat. Cras ultricies ligula sed magna dictum porta. Curabitur arcu erat, accumsan id imperdiet et, porttitor at sem. Pellentesque in ipsum id orci porta dapibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Vivamus suscipit tortor eget felis porttitor volutpat. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Vestibulum ac diam sit amet quam vehicula elementum sed sit amet dui. Sed porttitor lectus nibh. Vivamus suscipit tortor eget felis porttitor volutpat. Proin eget tortor risus.

Related Products

🛒

👁

♡

🔄

Product name 01

\$79 \$120

🛒

👁

♡

🔄

Product name 02

\$79 \$120

🛒

👁

♡

🔄

Product name 03

\$79 \$120

🛒

👁

♡

🔄

Product name 04

\$79 \$120

You Might Also Like

🛒

👁

♡

🔄

Product name 01

\$79 \$120

🛒

👁

♡

🔄

Product name 02

\$79 \$120

🛒

👁

♡

🔄

Product name 03

\$79 \$120

🛒

👁

♡

🔄

Product name 04

\$79 \$120

Recently Viewed Products

🛒

👁

♡

🔄

Product name 01

\$79 \$120

🛒

👁

♡

🔄

Product name 02

\$79 \$120

🛒

👁

♡

🔄

Product name 03

\$79 \$120

🛒

👁

♡

🔄

Product name 04

\$79 \$120

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Sign up for our newsletter

Your Email

Submit

— Shopping cart

Home / Shopping cart



Product 01

\$99.00 ~~\$199.00~~

Size: M | Material: Cotton | Color: red

Qty

+

1

−

Sub total

\$99.00



Product 02

\$99.00 ~~\$199.00~~

Size: M | Material: Cotton | Color: red

Qty

+

1

−

Sub total

\$99.00



Product 03

\$99.00 ~~\$199.00~~

Size: M | Material: Cotton | Color: red

Qty

+

1

−

Sub total

\$99.00



Product 04

\$99.00 ~~\$199.00~~

Size: M | Material: Cotton | Color: red

Qty

+

1

−

Sub total

\$99.00

Coupon code

Enter coupon code

Apply

SUB TOTAL:

\$396.00

SHIPPING:

- ☒ Free shipping

☒ Flat rate

☒ Local pickup

Shipping options will be updated during checkout.

Calculate shipping

SHIPPING & HANDLING:

\$4.00

TOTAL:

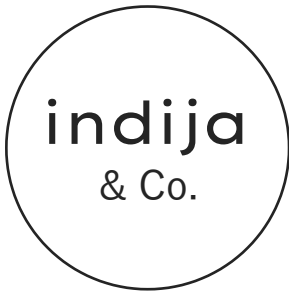
\$400.00

PROCEED TO CHECKOUT

← Continue shopping

🗑 Clear cart

🔄 Update cart



Company

- About

— Team

— Contact

— FAQs

— Terms + Conditions

Useful Links

- Shop

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Your Email

Submit

Checkout

Home / Cart / Checkout

Billing details

FIRST NAME *

LAST NAME *

COMPANY NAME (OPTIONAL)

COUNTRY / REGION *

STREET ADDRESS *

House number and street name

Apartment, suite, unit, etc. (optional)

TOWN / CITY *

DISTRICT (OPTIONAL)

LANDMARK (OPTIONAL)

POSTCODE / ZIP *

PHONE *

EMAIL ADDRESS *

☐ SHIP TO A DIFFERENT ADDRESS?

ORDER NOTES (OPTIONAL)

Notes about your order, e.g. special notes for delivery.

Your order

Product 01 x 1	\$99.00
Product 02 x 1	\$99.00
SUB TOTAL:	\$298.00
SHIPPING:	
FLAT RATE:	\$4.00
DISCOUNT:	- \$10.00
TOTAL:	\$292.00

Payment:

☒ Direct bank transfer

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

☒ Check payments

Please send a check to Store Name, Store Street, Store Town, Store State / County, Store Postcode.

☒ Cash on delivery

Pay with cash upon delivery.

PLACE ORDER



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— Sign In

Login & explore your account


Email Address

Password

[Lost password?](#)

☐ Remember me

Submit



Abu Bilal
iazad@outlook.com

My dashboard

My order

My address

My settings

Log Out

My Account

Manage your account and settings here.

30
Order Placed

12
Wishlist

05
Coupons

03
Gift Cards

Recent purchase

Recent purchase products

View all order >

Product 02

\$99.00

Size: M | Material: Cotton | Color: red

Delivery expected by Jan 17

Your Order has been placed.

Product 03

\$99.00

Size: M | Material: Cotton | Color: red

Delivered on Monday Jan 10

Your item has been delivered

★ Rate & Review Product

Product 04

\$99.00

Size: M | Material: Cotton | Color: red

Delivered on Monday Jan 10

Your item has been delivered

★ Rate & Review Product

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Abu Bilal

iazad@outlook.com




My dashboard

>




My order

>




My address

>



My settings

>



Log Out

—

My Order

Manage and view your orders

Orders

Open Orders

Cancelled Orders









































10


▼


Records: 3467


Search...


🔍

Order Id	Order Placed	Ship to	Total (\$)	Actions
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>
676878	03-01-2022	Mohammad Azad	1000	<div><div></div><div></div><div></div><div></div></div>









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Abu Bilal
iazad@outlook.com

My dashboard

My order

My address

My settings

Log Out

Order Details

Ordered on 17 March 2018 | Order# 404-0838648-0843538

Track package

Cancel

Invoice

Shipping Address


Delivery Address
Shaheen Bagh,Abul Fazal
Enclave -2, Okhla SOUTH
DELHI, Delhi 110025
+91 8800243724

Payment Method

Net Banking:
ICICI Bank
ID: #68768797

Order Summary

Item(s) Subtotal:	\$198.00
Shipping:	\$4.00
Total:	\$202.00
Promotion Applied:	- \$6.00
Grand Total:	\$196.00




Product 01
\$99.00 x 1
Size: **M** | Material: **Cotton** | Color: **red**

Sub total
\$99.00

★ **Rate & Review Product**

↺ Return
Your item has been delivered



Product 01
\$99.00 x 1
Size: **M** | Material: **Cotton** | Color: **red**

Sub total
\$99.00

★ **Rate & Review Product**

↺ Return
Your item has been delivered



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iazad@outlook.com

 My dashboard >

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 Log Out

Delivered Thursday, 22 March


Package was handed directly to the customer. The delivery receipt was signed by Mohammad Azad.

Delivered

Abu Bilal
Shaheen Bagh,Abul Fazal Enclave -2,
Okhla SOUTH DELHI, Delhi 110025

**Shipped with Bluedart
Transportation Services**

Tracking ID 216352120208



Order Info
View order details











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Easy Cancellation



Reason for Cancellation *

Select Reason ▼

Comments






eg: Item not required anymore.

CANCEL

Ratings & Reviews



Rate this product



Review this product


Description

Title (optional)

Review title



CANCEL



Abu Bilal
iazad@outlook.com

My dashboard >

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Log Out

My Address

Manage your address here.

Default Address

Abu Bilal
Shaheen Bagh,Abul Fazal
Enclave -2, Okhla SOUTH
DELHI, Delhi 110025

Office Address

Mohammad Azad
Shaheen Bagh,Abul Fazal
Enclave -2, Okhla SOUTH
DELHI, Delhi 110025

+

Add new address

indija
& Co.

f

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Add a new address



First name*

Last name*

Mobile number*

House no. & street name*

Pincode | Index*

Landmark

City*


State*

Country*

Select an Address Type*

Home (7am to 9pm delivery)

ADD ADDRESS



Abu Bilal
iazad@outlook.com

My dashboard

My order

My address

My settings

Log Out

My Settings

Manage your account and reset password here.

First name

Abu

Last name

Bilal

Mobile number

+91 8800243724

House no. & street name

D-78/5, Shaheen Bagh

Pincode | Index

110025

Landmark

City

New Delhi

State

Delhi

Country

India

Select an Address Type

Home (7am to 9pm delivery)

UPDATE PROFILE

Reset Password

Old Password

New password

Confirm password

CHANGE PASSWORD



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Twitter

Instagram

YouTube

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LEARNINGS

FINDING WHAT'S RIGHT FOR ME

With the pressure of a tight budget and deadlines, it was difficult to redirect the clients focus from the next feature and onto the customer. We were able to get regular updates from customer support and analytics, but weren't able to gather important qualitative feedback. This made it difficult to help our client make evidence based decisions with ongoing features. This isn't an uncommon issue, and wasn't solved from simply raising these issues in meetings. Running small workshops to discuss feature desirability of customers could have been an effective way to expose important unknowns and encourage directional research.

OUT OF SIGHT AND OUT OF MIND

The introduction of design systems within our agency's workflow was a relatively new aspect of our process and I had underestimated the success of it's adoption. A design system needs constant reference, particularly when operating within teams that see regular change in personnel. A design system's success relies on a dedicated advocate.

THANK YOU FOR YOUR TIME

Design By mohammadazad.com

Have a project in mind?

Contact at iazad@outlook.com

I am ready to create a perfect
APP or Website for your business