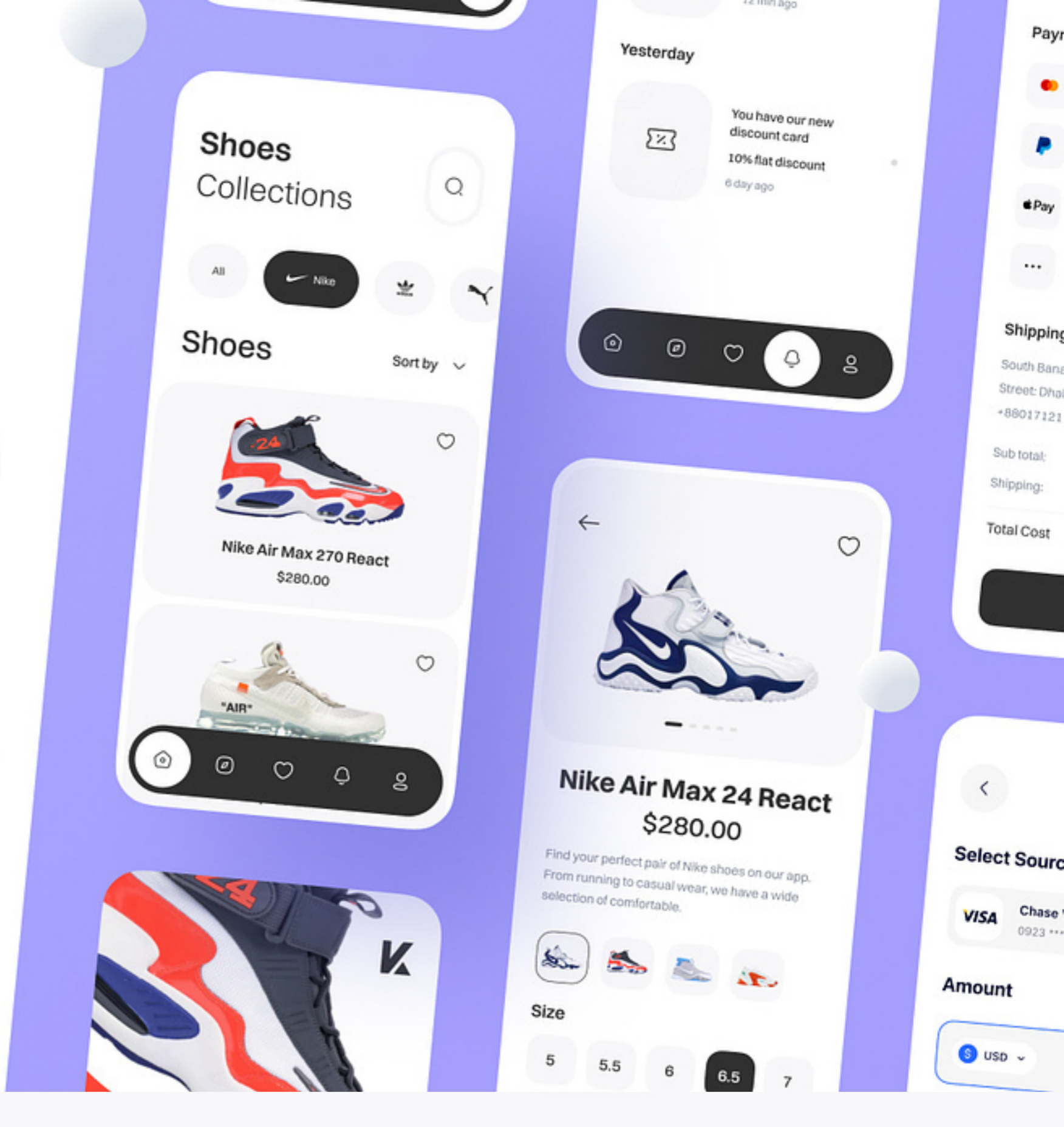


Kick X

Find Your Dream Sneaker

Industry
E-Commerce

Projects
Mobile Application



Project Overview

Kick X is an e-commerce platform that sells different brands of sneakers. This app aims to make it easier for customers to browse and purchase shoes from their favorite brands, as well as discover new ones. Unlike other competitors Kick X has advanced algorithm to find bots.

The app will feature a clean and intuitive user interface, allowing customers to easily navigate through different categories and find the shoes they need.

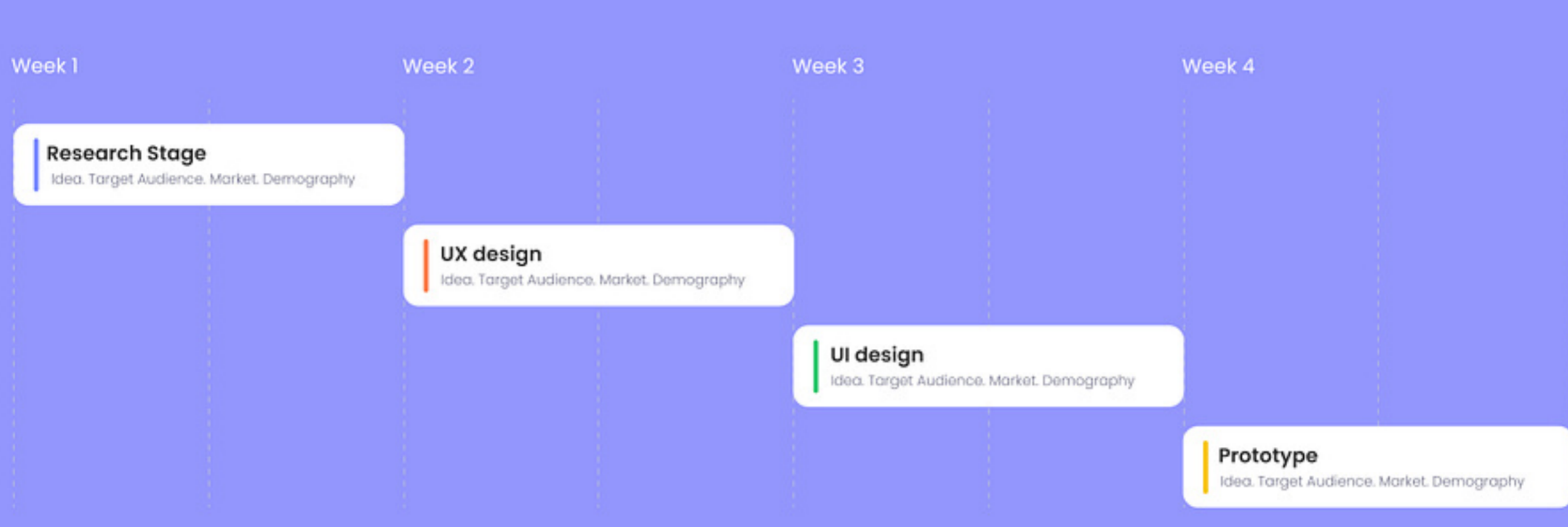
Scroll Down

Scope Of Our Work

- Research**
Gather information about target audience and competition to inform design decisions.
- User Experience (UX)**
Conduct user testing with small groups to gather men feedback & make improvements.
- User Interface (UI)**
Develop a functional prototype of the app and test it with a larger group of users to ensure.
- Prototype**
Create wireframes and mockups to visualize the layout and functionality of the app.

Project Timeline

The project timeline includes stages for idea generation, research, design, development, testing, launch preparation and launch. Timelines are set to meet all deadlines and product requirements, with ongoing monitoring and improvement through user feedback.



User Persona

Sneakers Buy Last month
3 pair

AVG. Monthly Spent
\$1200

Michael Scott
Productive | Hard working | Sneaker head | Collector

Bio Data
Michael Scott, 35-year-old Capital Investment Manager from New York City, financially well-off and passionate about sneakers. He is always on the lookout for the latest trends and limited edition releases. He uses his smartphone to research and buy products online, values convenience in shopping experience.

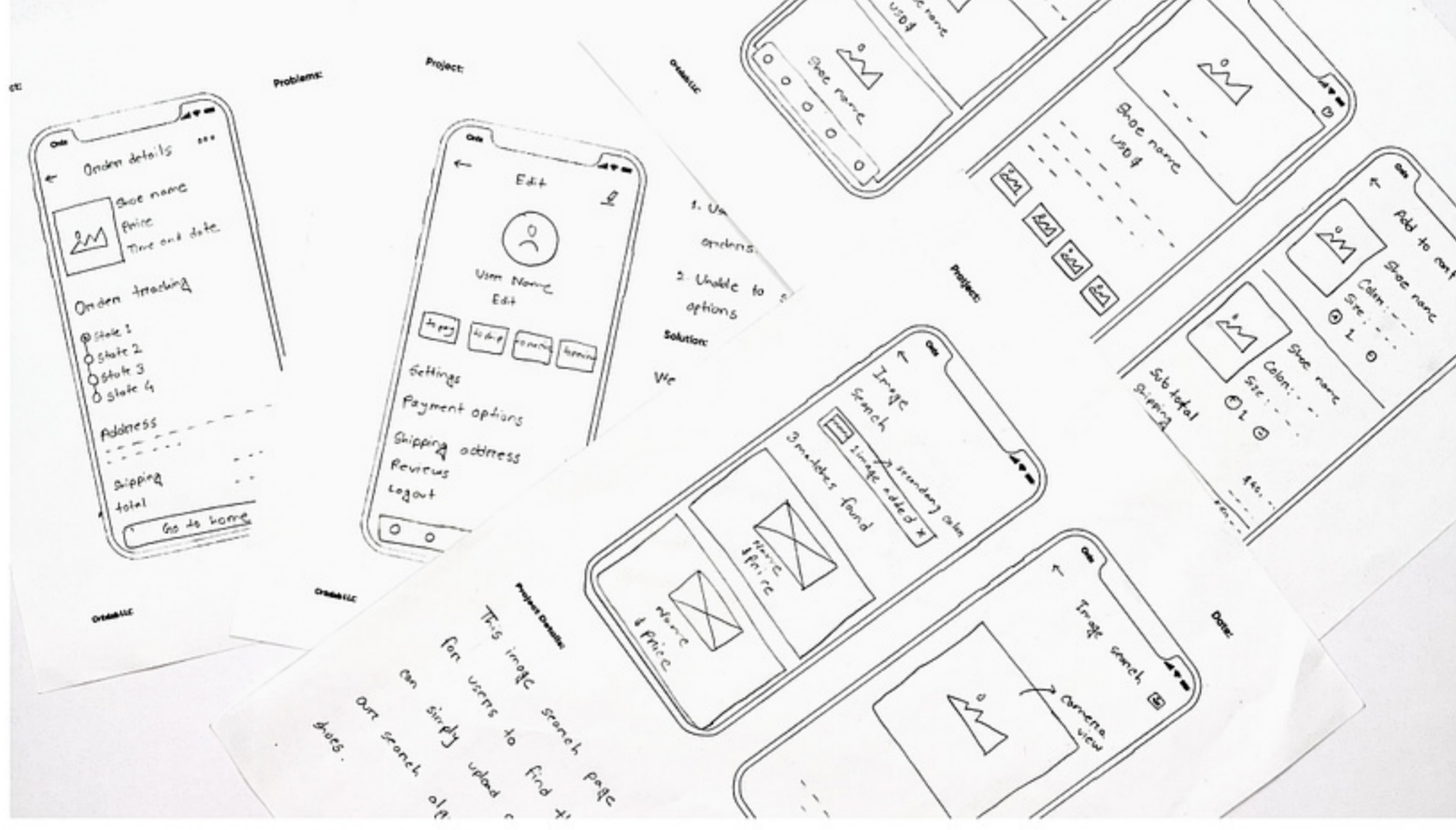
Goals

- Stay informed about the latest sneaker releases
- Easily browse and filter a wide selection
- Bots free fair buying policy
- Quickly and securely make purchases
- Track order status and delivery information
- Manage and organize his information

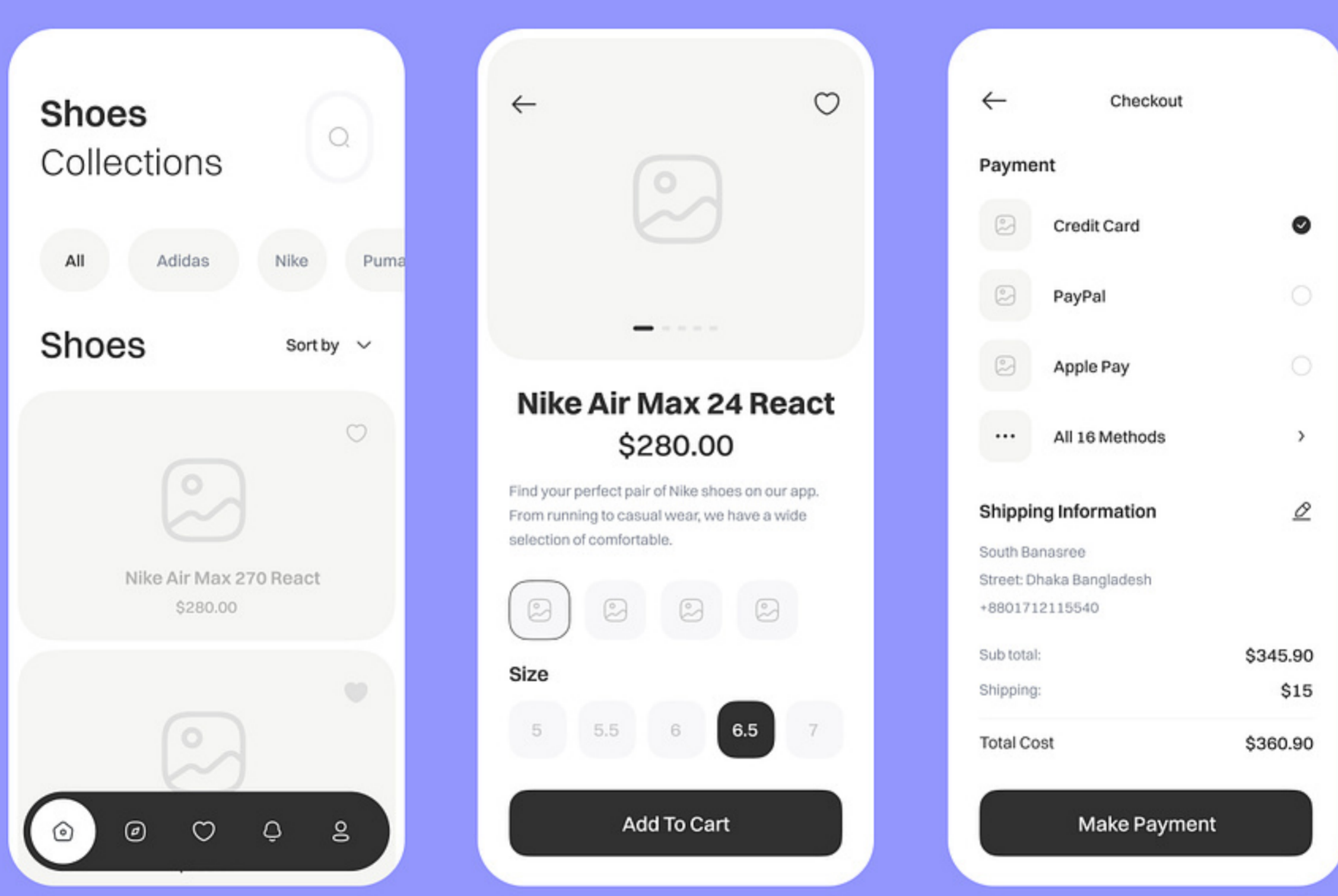
Pain points

- Limited available options
- Difficulty to find similar products
- Difficulty obtaining limited edition sneakers due to bots quickly purchasing them
- Difficulty tracking order status
- Products not arriving in a timely manner or not arriving at all
- Poor customer service experiences

Low-Fidelity Wireframe



High-Fidelity Wireframe



User Flow

