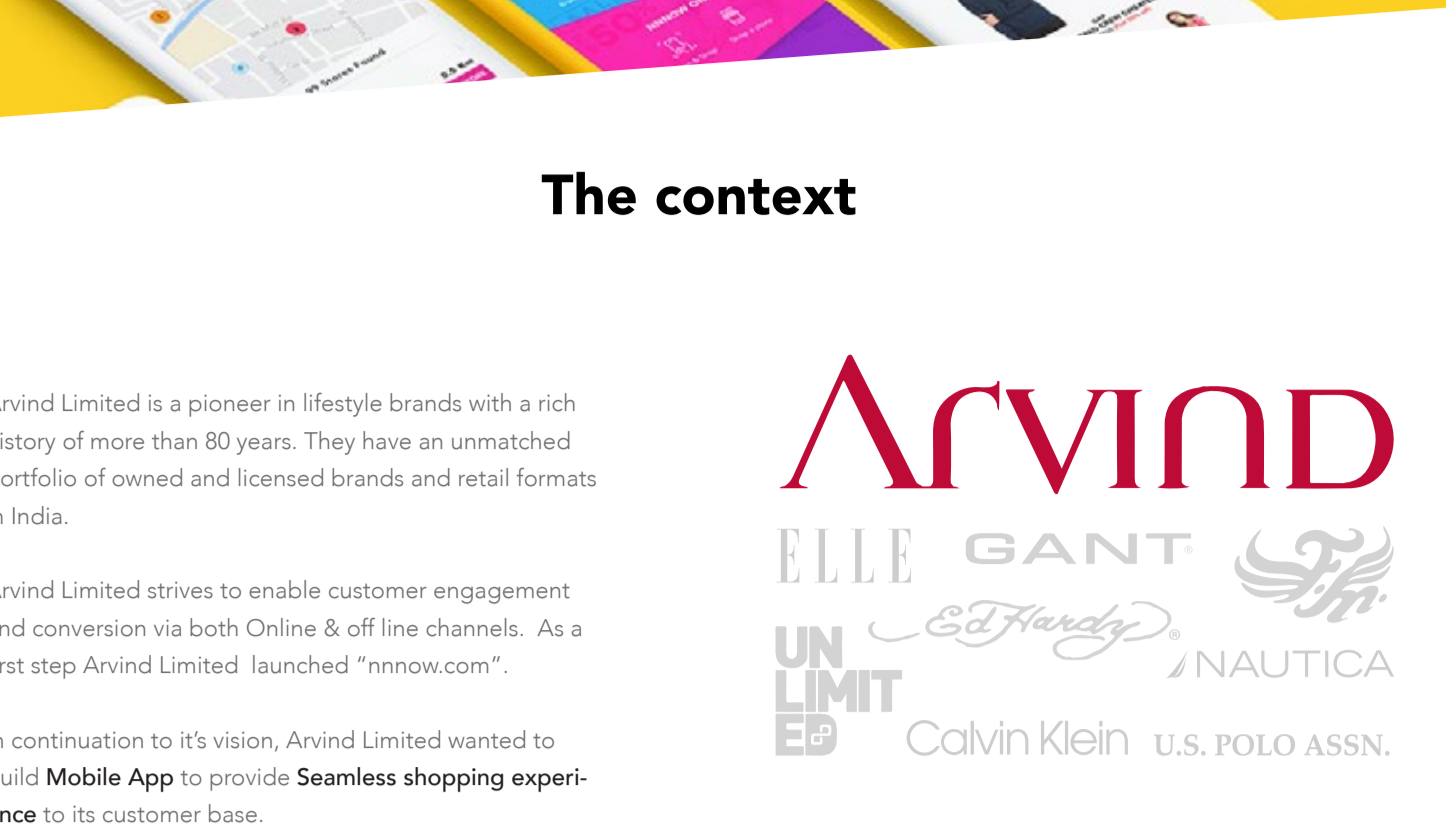




# Fashion Shopping App

NNNOW is the official shopping app of some of the best global fashion brands in India. Gap, U.S. Polo Assn, Sephora, Arrow, Calvin Klein, Aeropostale, etc. have their official Online stores on the NNNOW app.

NNNOW app combines digital experience, in stores, and the power of the mobile, to deliver seam less Omni Retail experience to end users.

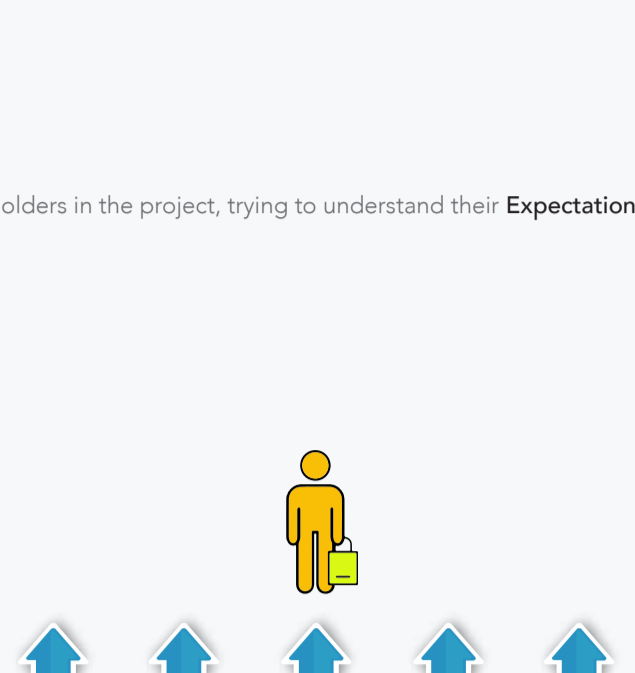


## The context

Arvind Limited is a pioneer in lifestyle brands with a rich history of more than 80 years. They have an unmatched portfolio of owned and licensed brands and retail formats in India.

Arvind Limited strives to enable customer engagement and conversion via both Online & off line channels. As a first step Arvind Limited launched "nnnow.com".

In continuation to it's vision, Arvind Limited wanted to build **Mobile App** to provide **Seamless shopping experience** to its customer base.



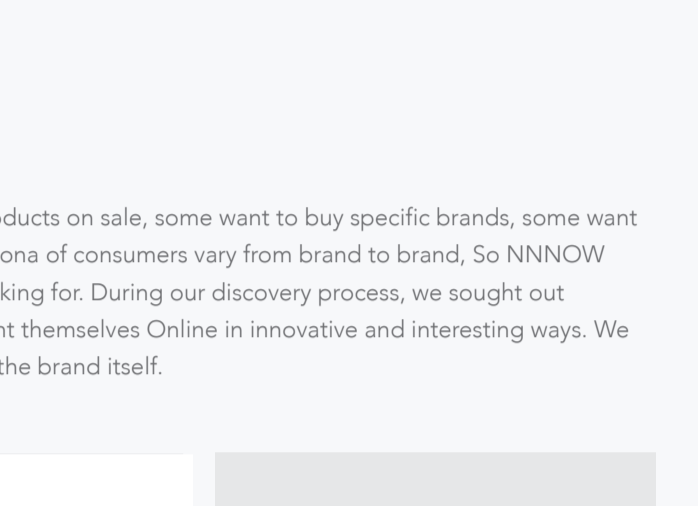
## Discovery

### 1. Talk to the Stake Holders

During the process of research, we started talking to different stake holders in the project, trying to understand their **Expectations, Motivations, Goals & Frustrations.**

#### Research

During the process of research, we discovered that Arvind Limited (AL) was engaging customers on **Multiple channels**, based on the assumption that customers were choosing a main way to engage, whether **Physical stores** or **the Web**. Each channel was managed in isolation with dedicated teams, budgets, processes, tools, reporting structures and revenue goals.

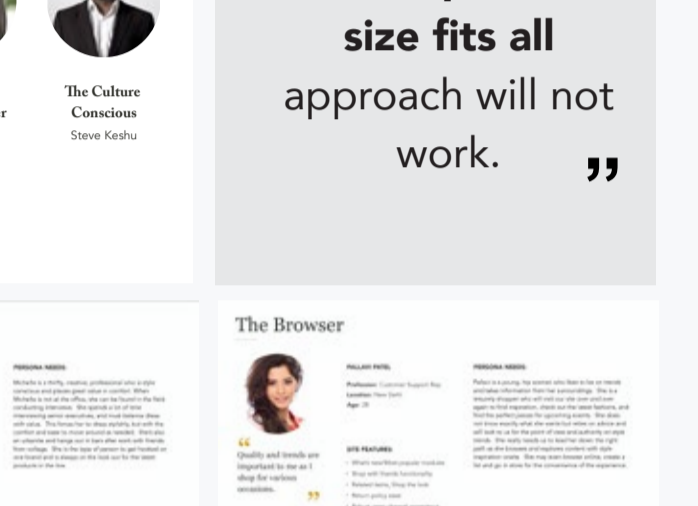


**“ How to deliver great Contextual Customer Experience? How to Enable customers to Interact, Engage and Transact, Seamless across channels? ”**

#### Omni Channel

Customers now a days navigate between Multiple channels for a single purchase.

The omni channel goal is to deliver consistent and seamless experiences for the customer to better engage and convert him or her. The delivered digital experience expectations are high, whatever the chosen channel is as customer progress through their journey at their moment and place of need. For instance, an agent/clerk in a physical store should have key information on all past interactions at his fingertips when interacting with the customer.



**“ Context drives The Experience ”**

### 2. User/Market Research

Different consumers have different needs, Some want to shop products on sale, some want to buy specific brands, some want buy for a occasion, Some want to discover the latest in trend. Persona of consumers vary from brand to brand, So NNNOW App needs to allow customers easy discovery of what they are looking for. During our discovery process, we sought out inspiration from direct competitors and other brands that represent themselves Online in innovative and interesting ways. We reviewed not only functionality but also the visual presentation of the brand itself.



**“ Consumer needs are unique, one size fits all approach will not work. ”**

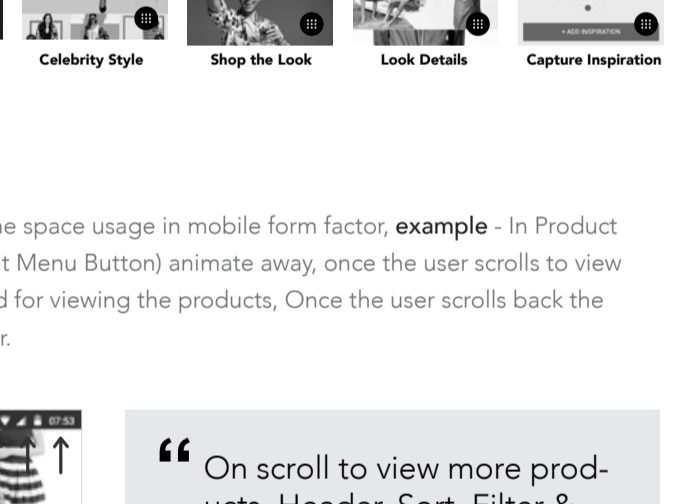
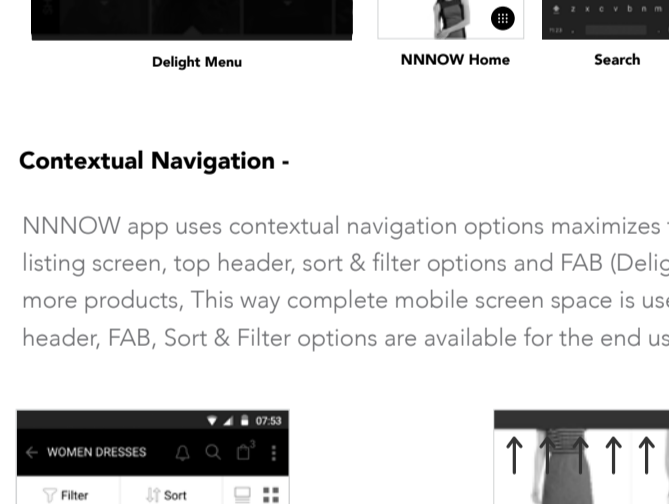


**“ Making navigation Discoverable & Accessible is a challenge on mobile due to the limitations of the small screen ”**

## Solutions

### 1. White boarding, User flow

White boarding & Brainstorming with stakeholders helped us in defining bucket list for the app. It helped us to list features that needs to be part of the App. Creating User Flows further refined the Feature requirements of the App. from the above exercise we arrived at the conclusion that, we need to enable multiple journeys to help users **Discover - Checkout - Track - Engage**

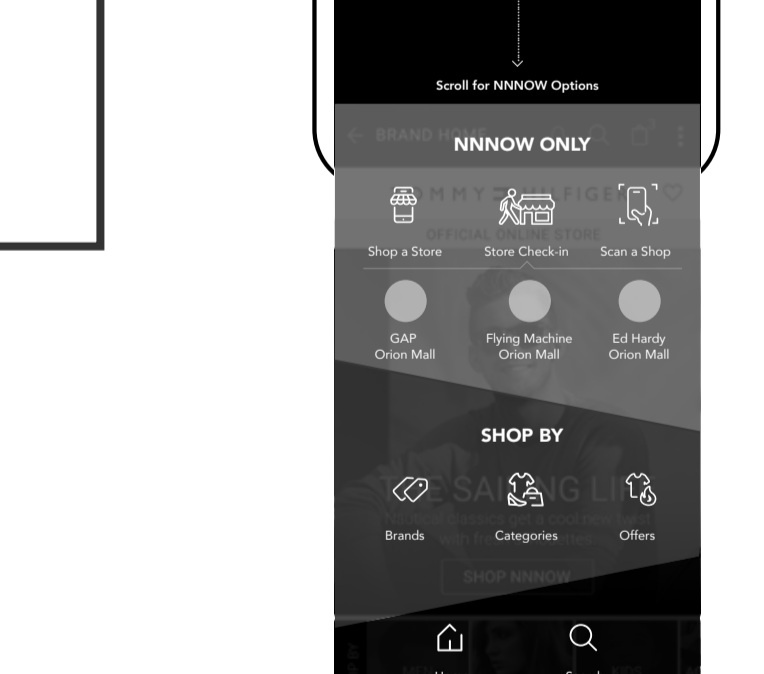


**“ Match Consumer Needs with Brands Business Goals ”**

### 2. Wire frames

#### The challenge -

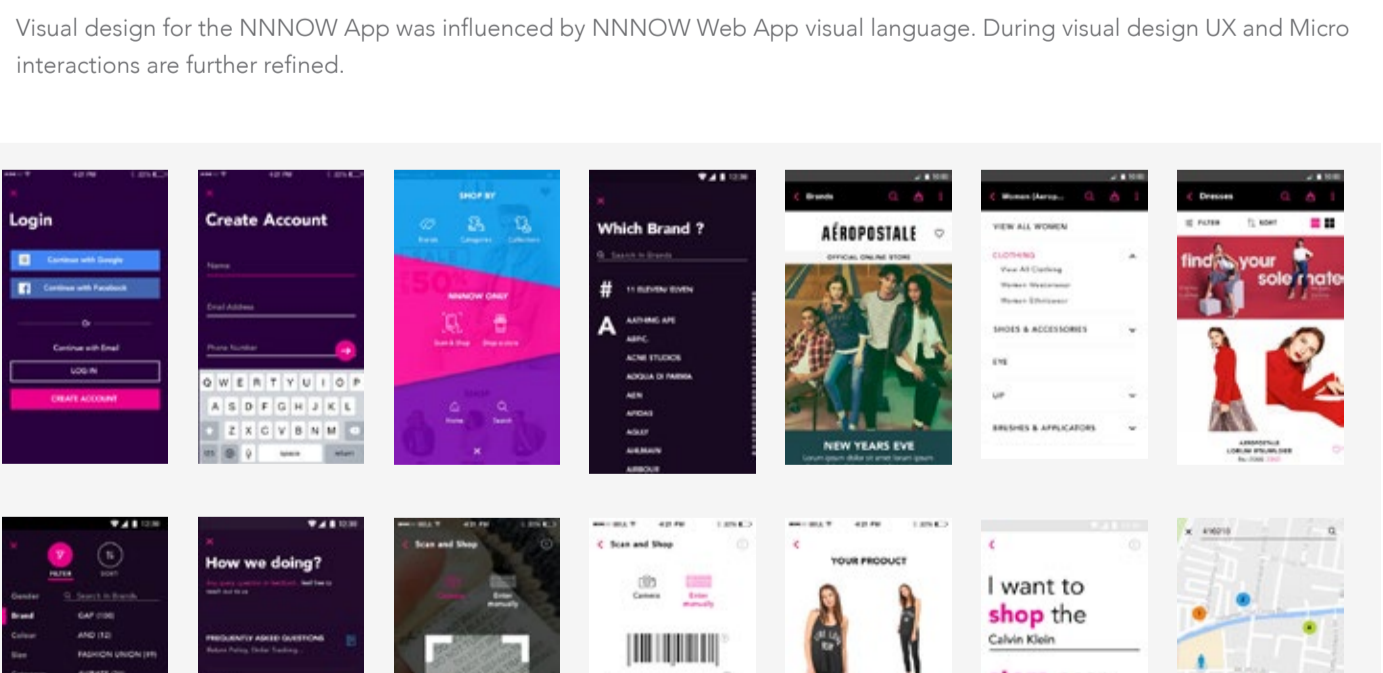
enabling a mobile user journey which are intuitive and predictable. Making navigation discoverable and accessible on a mobile form factor was a challenge. Product Discovery had to be simple, Easy Checkout without any distractions, Easy tracking of status and Engaging the users on regularly.



**“ Scribbles to Wire frames, thoughts gets refined ”**

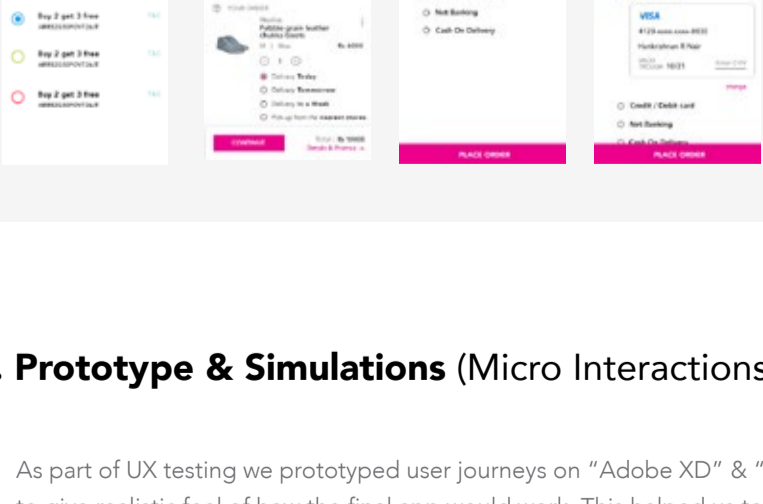
#### Easy Discovery -

**Context drives the navigation.** is the philosophy based on which the NNNOW app is designed. During the product discovery phase Direct Menu or the main navigation menu is always available on a single tap. Delight menu helps the user to search for their Product by Brands, Categories, Collections, Inspirations, etc.. Delight menu is designed to encourage interaction and discovery of the options.



#### Contextual Navigation -

NNNOW on navigation top header, sort & filter options in mobile form factor, **example** - In Product listing screen, top header, sort & filter options and FAB (Delight Menu Button) animate away, once the user scrolls to view more products, This way complete mobile screen space is used for viewing the products, Once the user scrolls back the header, FAB, Sort & Filter options are available for the end user.



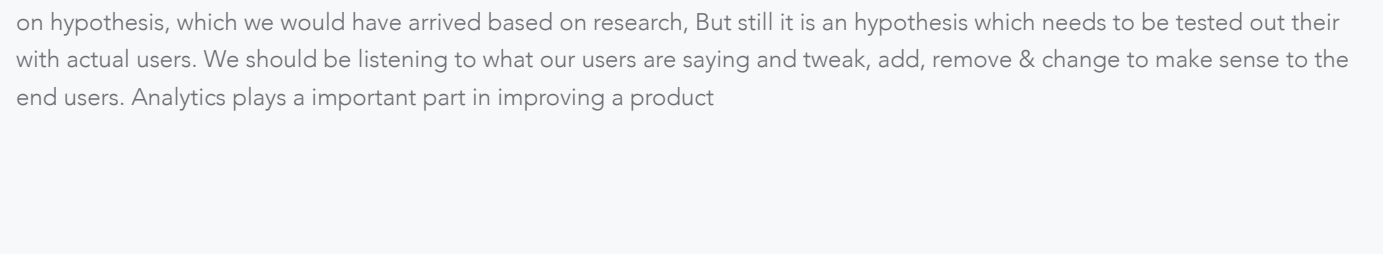
**“ On scroll to view more products, Header, Sort, Filter & FAB buttons animate away, this maximizes the space available for products. ”**

#### Contextual Delight Menu

Delight menu in NNNOW app would change based on the location. Example if a user is around NNNOW partner stores, we would prompt the user with options of stores around him, user would be able to check-in to a specific store & access options specific to that particular store.

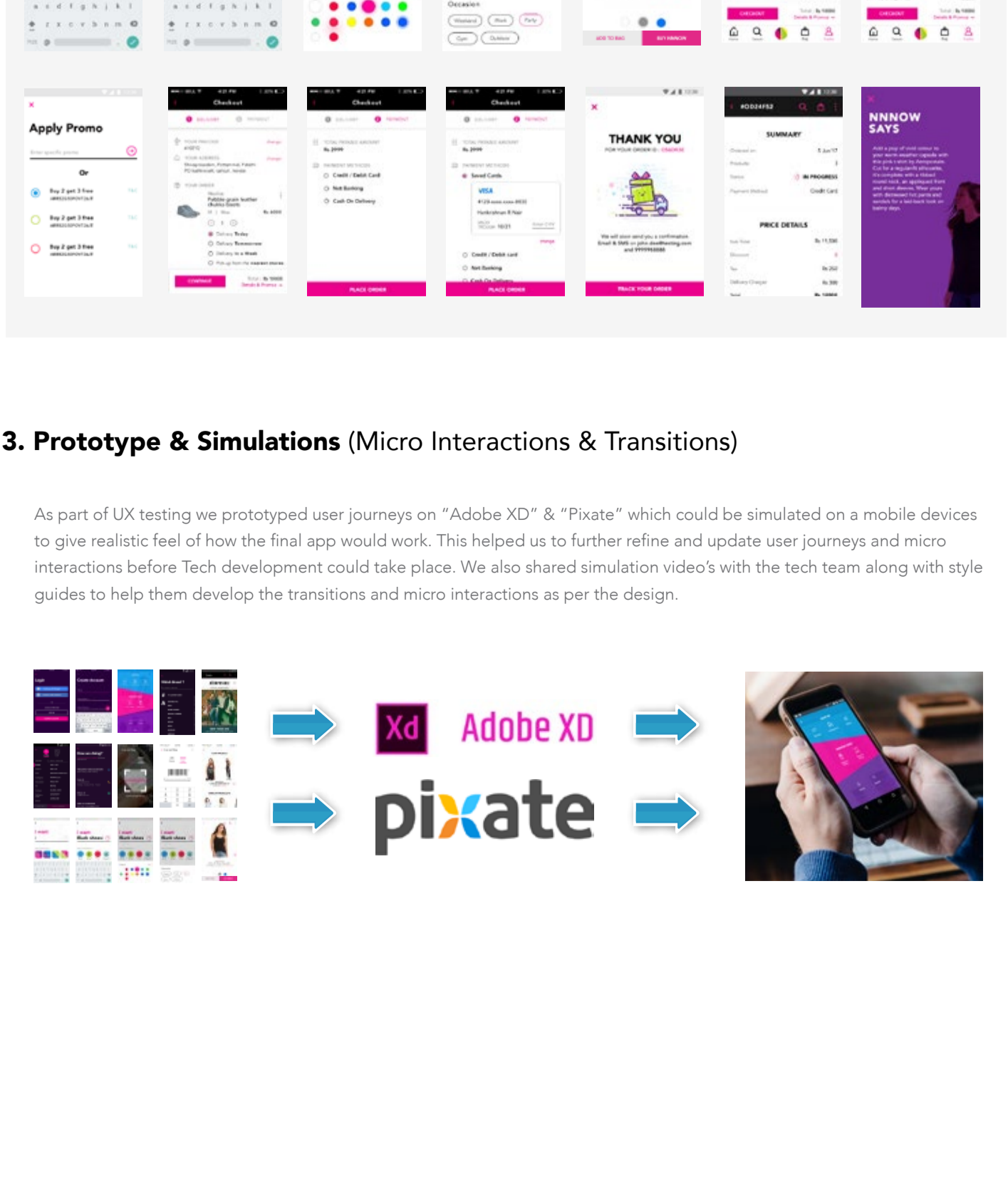


#### Other Examples of context driven navigation.



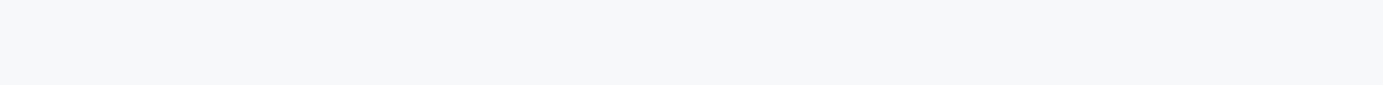
### 2. Visual Design

Visual design for the NNNOW App was influenced by NNNOW Web App visual language. During visual design UX and Micro interactions are further refined.



### 3. Prototype & Simulations (Micro Interactions & Transitions)

As part of UX testing we prototyped user journeys on "Adobe XD" & "Pixate" which could be simulated on a mobile devices to give realistic feel of how the final app would work. This helped us to further refine and update user journeys and micro interactions before Tech development could take place. We also shared simulation video's with the tech team along with style guides to help them develop the transitions and micro interactions as per the design.



## Product is always evolving

A product should evolve else perish in today's ever evolving world. As UX professionals we would designed a product based on hypothesis, which we would have arrived based on research, But still it is a hypothesis which needs to be tested out their with actual users. We should be listening to what our users are saying and tweak, add, remove & change to make sense to the end users. Analytics plays a important part in improving a product