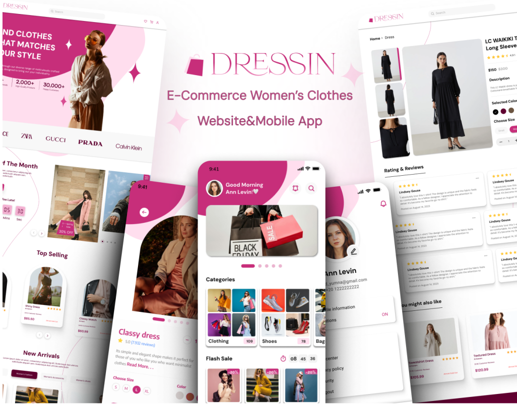

ND CLOTHES
HAT MATCHES
UR STYLE
2,000+
30,000+
ZARA
GUCCI
PRADA
Calvin Klein
The Month
Top Selling
New Arrivals
9:41
Classy dress
5.0 (7,932 reviews)
Read More...
Choose Size
S
M
L
XL
Color
Good Morning
Ann Levin!
BLACK FRIDAY
SALE
Categories
Clothing
109
Shoes
78
Bag
Flash Sale
08
45
36
-20%
Ann Levin
Home
Dress
LC WAIKIKI
Long Sleeve
$150
$300
Description
Selected Color
Choose Size
Rating & Reviews
Lindsey Gouse
You might also like
Sweatshirt Dress
$105.99
Textured Dress
$120.99

DRESSIN

E-Commerce Women's Clothes Website&Mobile App

Project Overview

Dressin is a stylish e-commerce platform, featuring both a mobile app and a website, designed to offer women a seamless and visually appealing shopping experience for clothing. With a focus on modern fashion trends, Dressin provides an intuitive interface to browse, select, and purchase items like dresses, tops, and accessories. This case study highlights the UI design process, showcasing how Dressin's interface combines aesthetics and usability to cater to fashion-conscious women aged 18-45.

Goal

The primary goal of Dressin's UI design is to create an engaging, easy-to-navigate, and visually stunning shopping experience tailored to women's clothing. The interface aims to:

- Highlight high-quality clothing visuals as the focal point.
- Simplify navigation across categories, product details, and checkout.
- Ensure a consistent and delightful experience across both the mobile app and website.
- Reflect a feminine, trendy aesthetic that resonates with the target audience.

Problem

Designing an effective UI for Dressin presented several challenges:

1. Balancing large, eye-catching clothing images with functional elements like buttons and filters risked cluttering the interface.
2. Limited screen space on mobile devices made it difficult to display detailed product options without overwhelming users.
3. Ensuring the app and website feel cohesive while adapting to different interaction styles (e.g., taps vs. clicks) posed a design hurdle.
4. Complex navigation or unclear layouts could frustrate users, leading to abandoned carts.

Visual Overload
1

Mobile Constraints
2

Cross-Platform Consistency
3

User Fatigue
4

Solution

The UI design for Dressin addresses these challenges with thoughtful solutions:

- Clean Layouts: A minimalist grid system prioritizes clothing visuals, with uncluttered text and buttons (e.g., bold “Add to Cart” and subtle filters) to maintain focus.
- Mobile Optimization: Collapsible menus and swipeable image galleries maximize small-screen usability, paired with a thumb-friendly bottom navigation bar (Home, Categories, Cart, Profile).
- Unified Design System: A shared UI kit—featuring a consistent color palette (e.g., soft pastels), typography (e.g., Montserrat), and fashion-inspired icons—ensures harmony between app and website.
- Intuitive Flow: Streamlined navigation with clear visual cues (e.g., hover effects on the website, micro-animations on the app) guides users effortlessly from browsing to checkout.

Our Process

Discover

Define

Ideate

Design

Typography

DM Sans

Regular Medium **Bold**

"Lorem ipsum dolor sit amet consectetur adipiscing elit at erat consectetur ultricies sapien facilisi euismod duis mauris a sed quam aliquet dui eros sit lacus vitae ut viverra at praesent."

Let's Start

Colors

Primary Colors

Primary Pink
#C72E7A

Primary Colors

Soft Pink
#FE92C8

Gradients

Vertical
#C72E7A - FE92C8

Horizontal
#C72E7A - FE92C8

System

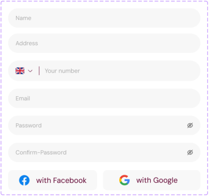
Color 400
##F51515

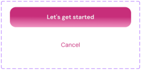
Color 300
##AEAEAE

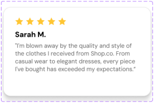
Color 200
##FFB543

White
##8E95A9

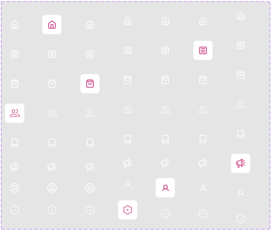
Components


Name
Address
Your number
Email
Password
Confirm-Password
with Facebook
with Google

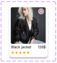

Let's get started
Cancel


Sarah M.

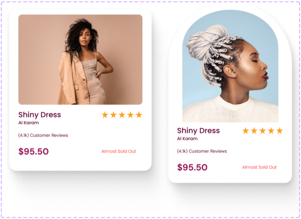
"I'm blown away by the quality and style of the clothes I received from Shop.co. From casual wear to elegant dresses, every piece I've bought has exceeded my expectations."



Completed
Refund
Shipping
Pending


Black jacket
128$

Color
Color
Color

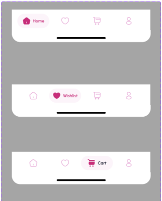


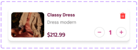
Shiny Dress ★★★★★
Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

Shiny Dress ★★★★★
Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

Choose Size
S M L XL
Choose Size
S M L XL
Choose Size
S M L XL
Choose Size
S M L XL

Most Recent
Popular

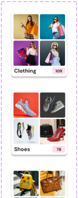

Home
Wishlist
Cart

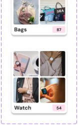


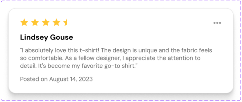
Classy Dress
Dress modern
$212.99 − 1 +

★★★★★ 4.5 and above ●
★★★★☆ 4 starts ○
★★★½☆ 3.5 stars ○
★★★☆☆ 3 stars ○
★★½☆☆ 2.5 stars ○

DRESSIN


Clothing
109
Shoes
78

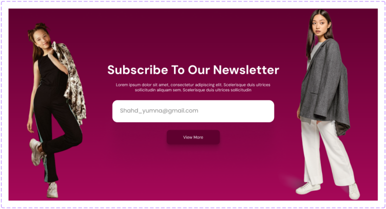

Bags
87
Watch
54



Lindsey Gouse

"I absolutely love this t-shirt! The design is unique and the fabric feels so comfortable. As a fellow designer, I appreciate the attention to detail. It's become my favorite go-to shirt."

Posted on August 14, 2023



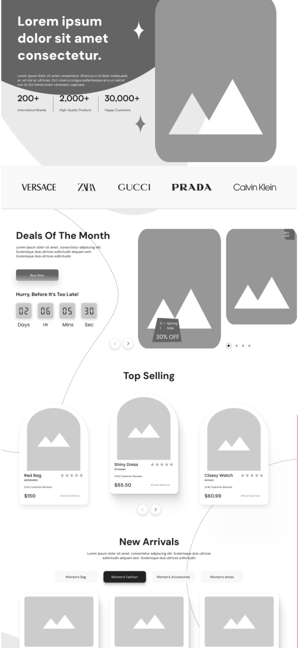
Subscribe To Our Newsletter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scelerisque duis ultrices sollicitudin aliquam sem. Scelerisque duis ultrices sollicitudin

Shahd_yumna@gmail.com
View More

Wireframe

DRESSIN
Search



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Lorem ipsum dolor sit amet consectetur. Rhoncus in id dolor malesuada ac vel nisl ac ultricies. Orci viverra congue pellentesque arcu ut sed et non id. Dui fames lorem venenatis vulputate.

200+ International Brands
2,000+ High-Quality Products
30,000+ Happy Customers

VERSACE
ZARA
GUCCI
PRADA
Calvin Klein

Deals Of The Month

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scelerisque duis ultrices sollicitudin aliquam sem. Scelerisque duis ultrices sollicitudin

Hurry, Before It's Too Late!

02	06	05	30
Days	Hr	Mins	Sec

01 — Spring Sale
30% OFF
56% OFF

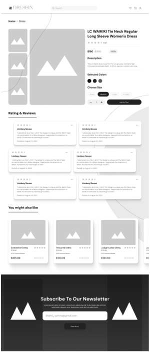
Top Selling

Red Bag	Shiny Dress	Classy Watch
MOSCHINO	Al Karam	Armani
(4.1k) Customer Reviews	(4.1k) Customer Reviews	(4.1k) Customer Reviews
$150	$85.50	$60.99
Almost Sold Out	Almost Sold Out	Almost Sold Out

New Arrivals

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scelerisque duis ultrices sollicitudin aliquam sem. Scelerisque duis ultrices sollicitudin

Women's Bag
Women's Fashion
Women's Accessories
Women's shoes



DRESSIN
Search
Home > Dress

LC WAIKIKI Tie Neck Regular Long Sleeve Women's Dress

$160 $300 -50%

Description

Selected Colors

Choose Size

Medium
Add to Cart

Rating & Reviews

Lindsey Gause

You might also like

Sweatshirt Dress	Textured Dress	Judge Collar dress
$105.99	$120.99	$133.50

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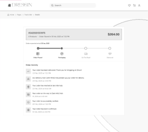
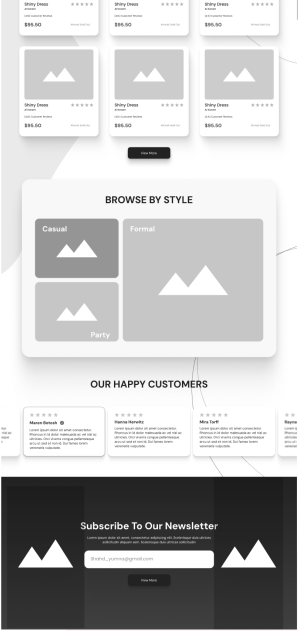
Shahd_yumna@gmail.com
View More



DRESSIN
Search

$264.00

Order Activity



Shiny Dress ★★★★★
Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

Shiny Dress ★★★★★
Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

Shiny Dress ★★★★★
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$95.50 Almost Sold Out

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Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

Shiny Dress ★★★★★
Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

Shiny Dress ★★★★★
Al Karam
(4.1k) Customer Reviews
$95.50 Almost Sold Out

BROWSE BY STYLE

Casual
Formal
Party

OUR HAPPY CUSTOMERS

★★★★★
Maren Botosh
Lorem ipsum dolor sit amet consectetur. Rhoncus in id dolor malesuada ac vel nisl ac ultricies. Orci viverra congue pellentesque arcu ut sed et non id. Dui fames lorem venenatis vulputate.

★★★★★
Hanna Herwitz
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★★★★★
Mira Torff
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Shahd_yumna@gmail.com

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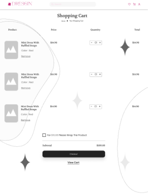

DRESSIN

Shopping Cart

Product	Price	Quantity	Total
Mini Dress With Ruffled Straps Color : Red Remove	$14.90	- 01 +	$14.90
Mini Dress With Ruffled Straps Color : Red Remove	$14.90	- 01 +	$14.90
Mini Dress With Ruffled Straps Color : Red Remove	$14.90	- 01 +	$14.90

☐ For $10.00 Please Wrap The Product

Subtotal $100.00

Checkout
View Cart

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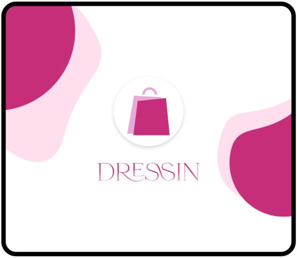
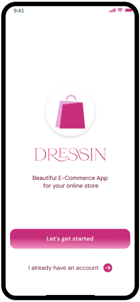
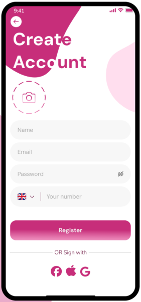
UI Design

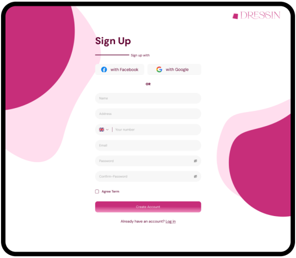
01 | Splash Screen

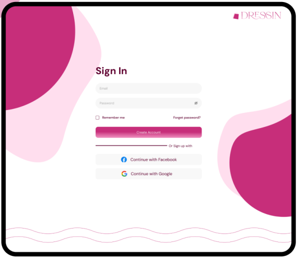


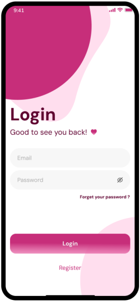

9:41
DRESSIN
Beautiful E-Commerce App
for your online store
Let's get started
I already have an account

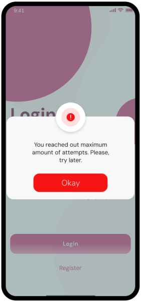
02 | Sign Up & Sign In

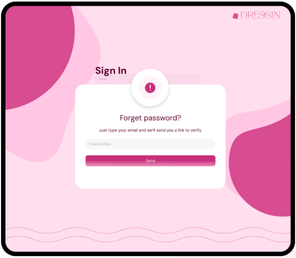

9:41
Create
Account
Name
Email
Password
Your number
Register
OR Sign with


DRESSIN
Sign Up
Sign up with
with Facebook
with Google
OR
Name
Address
Your number
Email
Password
Confirm-Password
☐ Agree Term
Create Account
Already have an account? Log in

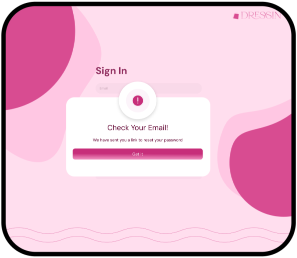

DRESSIN
Sign In
Email
Password
☐ Remember me
Forget password?
Create Account
Or Sign up with
Continue with Facebook
Continue with Google


9:41
Login
Good to see you back! ♥
Email
Password
Forget your password ?
Login
Register


You reached out maximum amount of attempts. Please, try later.
9:41
Login
Okay
Login
Register


Forget password?

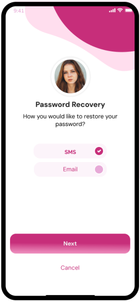
Just type your email and we'll send you a link to verify.
DRESSIN
Sign In
Email
Email Address
Send


DRESSIN
Email
!
Get it

Sign In

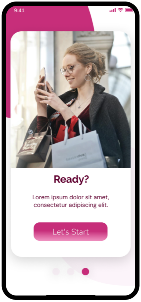
Check Your Email!

We have sent you a link to reset your password


9:41
SMS
Email
Next
Cancel

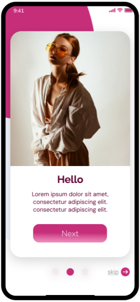
Password Recovery

How you would like to restore your password?


9:41
Let's Start

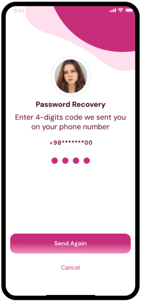
Ready?

Lorem ipsum dolor sit amet, consectetur adipiscing elit.


9:41
Next
skip

Hello

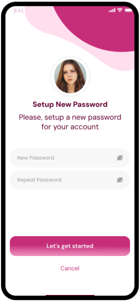
Lorem ipsum dolor sit amet, consectetur adipiscing elit. consectetur adipiscing elit.


Password Recovery

Enter 4-digits code we sent you on your phone number

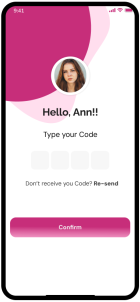
+98*******00

9:41
●●●●
Send Again
Cancel


Setup New Password

Please, setup a new password for your account

9:41
New Password
Repeat Password
Let's get started
Cancel

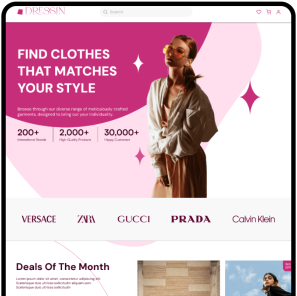

Hello, Ann!!

Type your Code

Don't receive you Code? **Re-send**

9:41
Confirm

03| Home


FIND CLOTHES THAT MATCHES YOUR STYLE

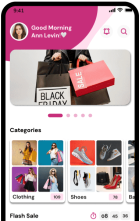
Browse through our diverse range of meticulously crafted garments, designed to bring out your individuality.

200+	2,000+	30,000+
International Brands	High-Quality Products	Happy Customers

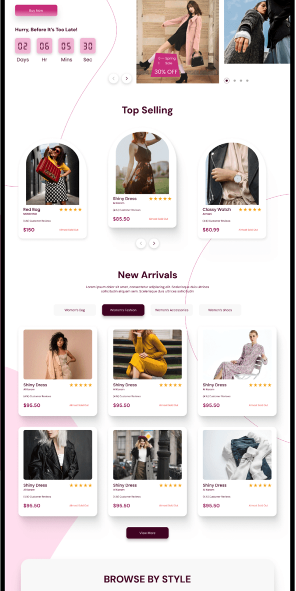
Deals Of The Month

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scelerisque duis ultrices sollicitudin aliquam sem. Scelerisque duis ultrices sollicitudin

DRESSIN
Search
VERSACE
ZARA
GUCCI
PRADA
Calvin Klein
56% OFF


Good Morning
Ann Levin!🤍

9:41
BLACK FRIDAY
SALE
Categories
Clothing
109
Shoes
78
Ba
Flash Sale
08
45
36


Buy Now
Hurry, Before It's Too Late!
02
06
05
30
Days
Hr
Mins
Sec
0 — Spring
1 Sale
30% OFF

Top Selling

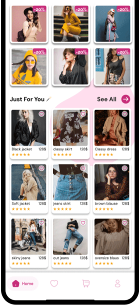
Red Bag ★★★★★
MOSCHINO
(4.9) Customer Reviews
$150
Almost Sold Out
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$85.50
Almost Sold Out
Classy Watch ★★★★★
Armani
(4.9) Customer Reviews
$60.99
Almost Sold Out

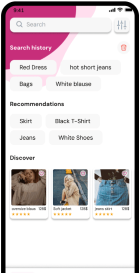
New Arrivals

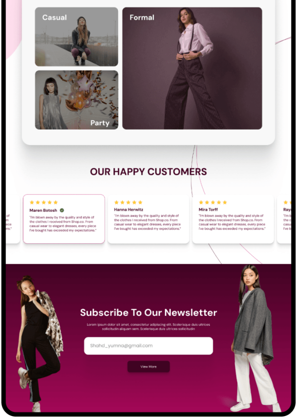
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scelerisque duis ultrices sollicitudin aliquam sem. Scelerisque duis ultrices sollicitudin

Women's Bag
Women's Fashion
Women's Accessories
Women's shoes
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$95.50
Almost Sold Out
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$95.50
Almost Sold Out
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$95.50
Almost Sold Out
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$95.50
Almost Sold Out
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$95.50
Almost Sold Out
Shiny Dress ★★★★★
Al Karam
(4.9) Customer Reviews
$95.50
Almost Sold Out
View More

BROWSE BY STYLE


-20%
-20%
-20%
-20%
-20%
-20%
Just For You
See All
Black jacket 128$ ★★★★★
classy skirt 128$ ★★★★★
Classy dress 128$ ★★★★★
Soft jacket 128$ ★★★★★
jeans skirt 128$ ★★★★★
brown blause 128$ ★★★★★
skiny jeans 128$ ★★★★★
cut jeans 128$ ★★★★★
oversize blaus 128$ ★★★★★
Home


9:41
Search
Search history
Red Dress
hot short jeans
Bags
White blause
Recommendations
Skirt
Black T-Shirt
Jeans
White Shoes
Discover
oversize blaus 128$ ★★★★★
Soft jacket 128$ ★★★★★
jeans skirt 128$ ★★★★★


Casual
Formal
Party

OUR HAPPY CUSTOMERS

Maren Botosh
"I'm blown away by the quality and style of the clothes I received from Shop.co. From casual wear to elegant dresses, every piece I've bought has exceeded my expectations."

Hanna Herwitz
"I'm blown away by the quality and style of the clothes I received from Shop.co. From casual wear to elegant dresses, every piece I've bought has exceeded my expectations."

Mira Torff
"I'm blown away by the quality and style of the clothes I received from Shop.co. From casual wear to elegant dresses, every piece I've bought has exceeded my expectations."

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Shahd_yumna@gmail.com

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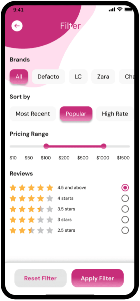
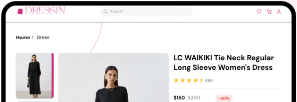
Home


9:41
Filter
Brands
All
Defacto
LC
Zara
Cha
Sort by
Most Recent
Popular
High Rate
Pricing Range
$10
$50
$100
$200
$500
$1000
$1500
Reviews
4.5 and above
4 starts
3.5 stars
3 stars
2.5 stars
Reset Filter
Apply Filter

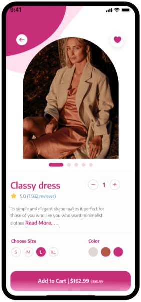
04| Product Details


DRESSIN
Search
Home > Dress

LC WAIKIKI Tie Neck Regular Long Sleeve Women's Dress

4.5/5

$150 ~~$300~~ -50%

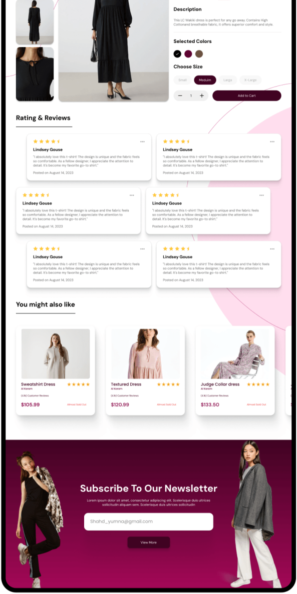

9:41

Classy dress

5.0 (7.932 reviews)

Its simple and elegant shape makes it perfect for those of you who like you who want minimalist clothes **Read More. . .**

1
Choose Size
S
M
L
XL
Color
Add to Cart | $162.99 $190.99



Description

This LC Wakiki dress is perfect for any go away. Contains High Cottonand breathable fabric, it offers superior comfort and style.

Selected Colors
Choose Size
Small
Meduim
Larga
X-Large
1
Add to Cart

Rating & Reviews

Lindsey Gouse

"I absolutely love this t-shirt! The design is unique and the fabric feels so comfortable. As a fellow designer, I appreciate the attention to detail. It's become my favorite go-to shirt."

Posted on August 14, 2023

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You might also like

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(4.1k) Customer Reviews
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$120.99 Almost Sold Out

Judge Collar dress ★★★★★
Al Karam
(4.1k) Customer Reviews
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