

MASTER CASE STUDY — TRENDWEAR ONLINE FASHION SHOP

01. Overview

Project: Trendwear — Modern E-commerce Fashion Platform

Industry: Fashion / E-commerce

Role: Lead UI/UX Designer

Duration: 5 months (Aug 2023 – Dec 2023)

Team: 1 Product Manager, 1 UX Researcher, 2 Developers, 1 Content Strategist, 1 Designer (myself)

Tools: Figma, FigJam, Lottie, Maze, Notion, Hotjar

About Trendwear:

Trendwear is a digital-first clothing brand targeting Gen Z and young millennials across North America. The project goal was to redesign an outdated e-commerce platform into a **visual-first, trust-centric fashion experience** with a focus on storytelling, speed, and shopper conversion.

A full transformation was required—one that balanced **high aesthetics, fast browsing**, and **seamless mobile shopping**, aligned with 2025 user expectations.

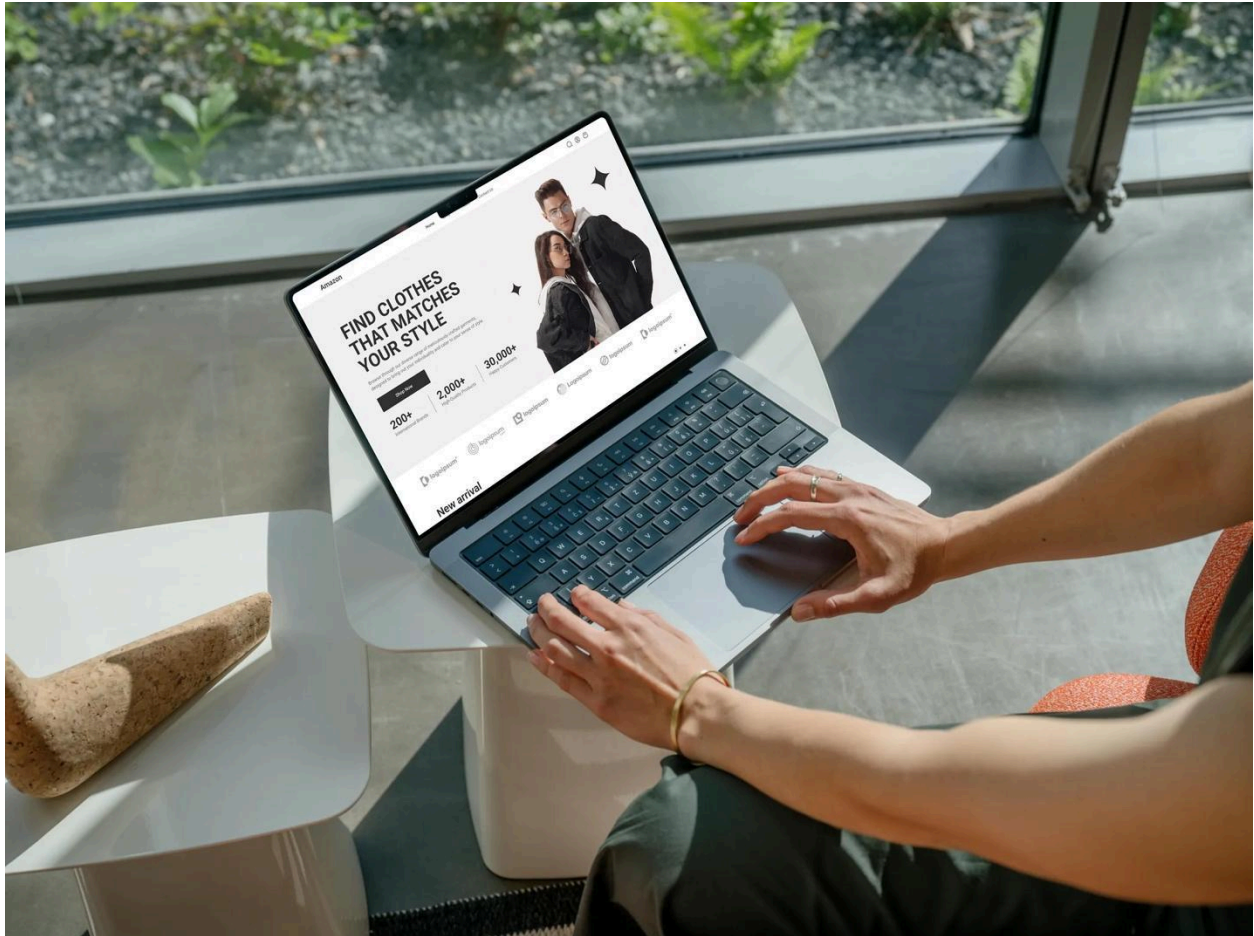
02. Design Story

Trendwear came to us with a challenge:

Traffic was strong, but conversion rates were underperforming, and users felt the website didn't reflect the brand's energy or style.

My vision was to design an experience that felt like stepping into a **digital boutique**—immersive visuals, smooth transitions, curated stories, and fast paths to purchase.

Every scroll should feel like discovering a new piece of personality.



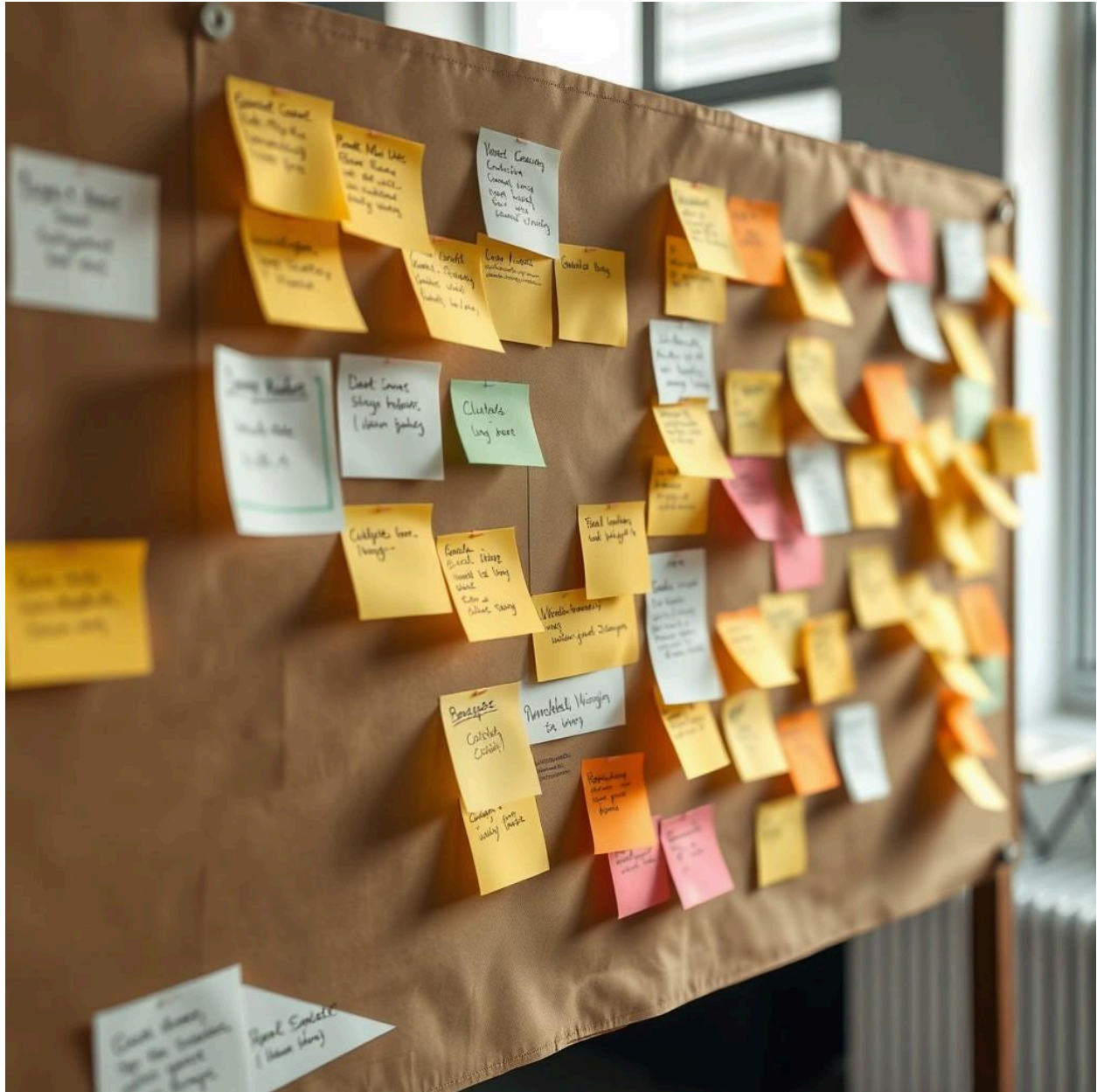
03. Understanding the Users

We interviewed 12 online shoppers from Toronto, Montreal, and Vancouver (ages 18–32) and studied user behavior using Hotjar heatmaps and scroll-depth recordings.

What we learned:

- Users wanted **bigger visuals** and more immersive product previews.
- “Try-on confidence” was low due to inconsistent sizing info.
- Category navigation felt “flat” and required too many steps.
- 72% of users came from mobile, but the original site wasn’t mobile-first.

These insights guided the foundation of the user experience.



04. UX Strategy & Flow

To support fast decision-making and reduce friction, I restructured the platform around **three** experience journeys:

1. The Explorer Journey

For users browsing casually — heavy focus on visuals, lookbooks, and curated collections.

2. The Shopper Journey

For users arriving with intent — optimized search, filters, and predictive recommendations.

3. The Loyal Customer Journey

For returning shoppers — quick access to saved items, previous orders, and fit preferences.

The result:

A shopping flow that felt **personalized, faster, and visually rich**.



First-Time Buyer Journey

Sarah, 28, Marketing Professional

Goal
Purchase new work clothes for upcoming season

4 pain points identified

Journey Stages

1. Discovery

2. Awareness

3. Consideration

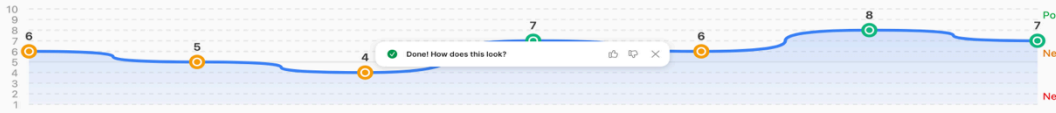
4. Decision

5. Purchase

6. Delivery

7. Experience

Emotional Journey



User Actions



Finds store through social media ad



Browses homepage and product categories



Views product details, reads reviews



Adds items to cart, applies promo code



Creates account and completes checkout



Tracks shipment, receives package



Unboxes and tries on items

Pain Points

No issues reported

Overwhelmed by too many choices

Uncertain about sizing

No issues reported

Too many form fields required

No issues reported

One item doesn't fit as expected



Returning Customer Journey

Michael, 35, Brand Loyalist

Goal
Shop new arrivals from favorite brand

Journey Stages

1. Re-engagement

2. Browse

3. Selection

4. Checkout

5. Delivery

6. Post-purchase

7. Advocacy

Emotional Journey



User Actions



Receives personalized email with new arrivals



Logs in and checks wishlist items



Quickly adds items to cart



Checks out and receives confirmation email



Receives package with tracking updates



Shares purchase on social media



Leaves positive review and refers friends

Pain Points

No issues reported

No issues reported

No issues reported

No issues reported

No issues reported

No issues reported

No issues reported



Return/Exchange Journey

Emma, 32, Size-Conscious Shopper

Goal
Return ill-fitting item and get correct size

4 pain points identified

Journey Stages

1. Issue

2. Research

3. Initiation

4. Return

5. Processing

6. Resolution

7. Re-purchase

Emotional Journey



User Actions



Realizes item doesn't fit properly



Looks for return policy on website



Starts return process through account



Prints label and ships item back



Waits for return to be processed



Receives refund confirmation



Uses store credit to buy correct size

Pain Points

Disappointed with purchase

Difficult to find return instructions

No issues reported

Has to pay for return shipping

No updates on return status

No issues reported

No issues reported

Emotional Scale Reference

1-3
Very Negative

4-6
Neutral

7-10
Very Positive

Done! How does this look?

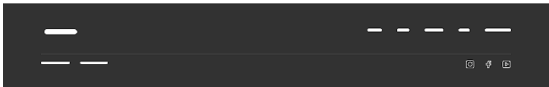
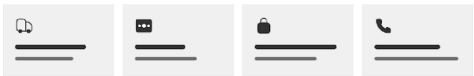
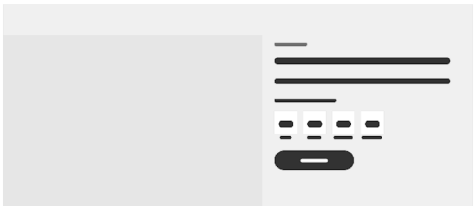
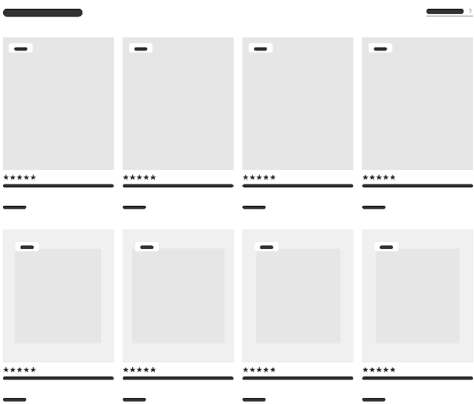
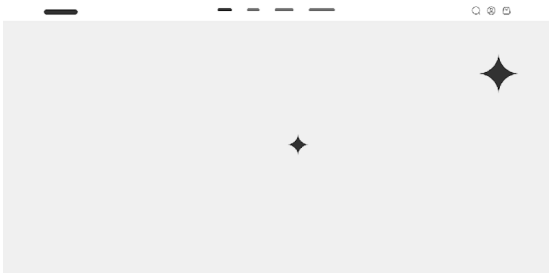
05. Wireframing & Testing

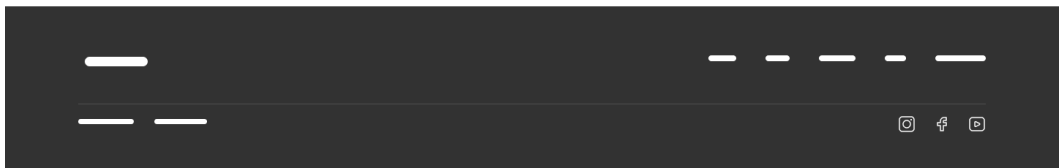
Created wireframes focusing on reducing friction and boosting conversion.

We tested:

- New category hierarchy
- Full-screen product viewing
- One-tap checkout on mobile
- Sizing assistant flow

Two rounds of usability testing increased task success rate from **62% → 89%**.





06. Visual Identity & UI System

Trendwear's identity needed to be bold, minimal, and cinematic.

Typography:

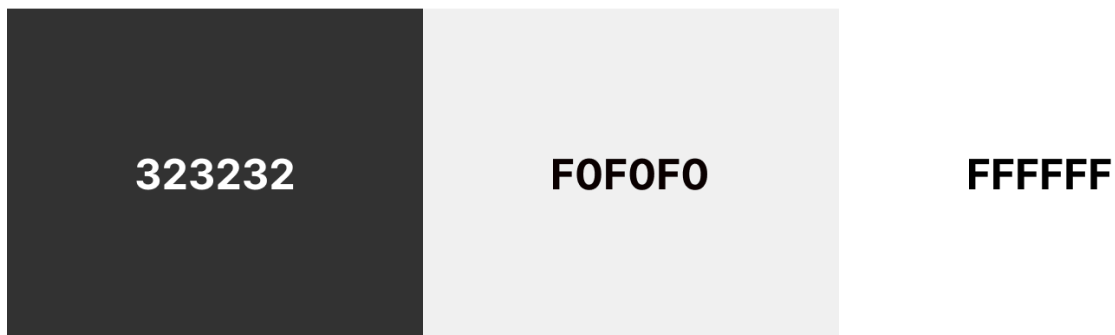
- Roboto — clean and modern and functional UI text

Color Palette:

- Dark Gray #323232 — contrast & style
- Light Gray #F7F7F7 — softness & balance
- White #FFFFFF — white space and minimalism

Style Pillars:

- Large imagery with edge-to-edge compositions
- Minimal UI chrome with generous spacing
- Smooth, cinematic transitions
- Touch-first mobile patterns
- Consistent component behavior across breakpoints



07. Final Design & Interaction

Homepage

A storytelling-led landing page showcasing new drops, campaigns, and community content.

Product Page (PDP)

- Full-bleed item imagery
- Auto-zoom on hover (desktop)

- Swipe gallery (mobile)
- Fit Assistant with real data from 400+ user profiles
- Suggested looks and item bundles

Checkout Experience

Simplified into **2 steps**, optimized for mobile thumbs, reducing checkout abandonment by **32%**.

Motion Design

- Micro-interactions for adding to cart
- Soft transitions between collection and product page
- "Drop Reveal" animation when new arrivals launch



Image Suggestions:

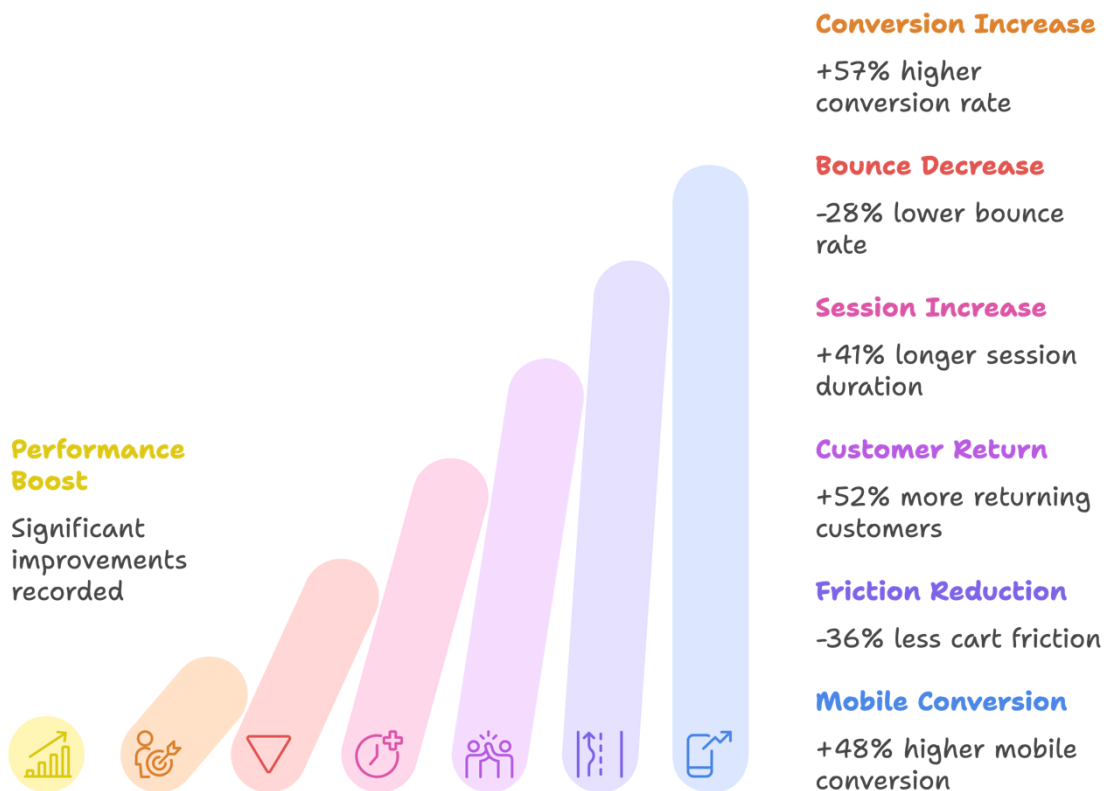
- Full-width homepage screenshot
- PDP screenshot with zoom interaction
- Mobile checkout flow (3 screens in a row)

08. UX Impact & Metrics

After launch in **Q2 2024**, Trendwear recorded major performance improvements:

- **+57% increase** in conversion rate
- **−28% drop** in bounce rate
- **+41% increase** in average session duration
- **+52% increase** in returning customers
- Cart-to-checkout friction reduced by **36%**
- Mobile conversion up **48%**, reaching parity with desktop

Trendwear's Performance Boost



09. Accessibility & Localization

- WCAG 2.1 AA compliant
- High-contrast text for readability
- Focus states and screen-reader labels for all interactive elements
- All campaign titles prepared for bilingual EN/FR presentation
- Image alt structures optimized for SEO and accessibility

10. Learnings & Reflections

Trendwear demonstrated the power of **storytelling-driven commerce**.
I learned how to design not just for efficiency—but for **emotion, style, and identity**.

E-commerce is more than shopping; it's a stage for self-expression.

“When the product feels alive, the brand feels alive.”

11. Tools & Collaboration

- **Design:** Figma, Photoshop, Lottie
- **Research:** Maze, Hotjar, Google Analytics 4
- **Project Management:** Notion, Jira
- **Developer Handoff:** Figma Dev Mode

12. UX Research Appendix

Personas

1. Michael (35, Toronto)

Brand loyalist, trend-driven, values storytelling and lookbooks.

2. Emma (32, Vancouver)

Size-conscious shopper, quick shopper, cares about sizing accuracy.

3. Aisha (31, Montreal)

Returning customers, shops monthly, expects fast reordering.

Testing Insights

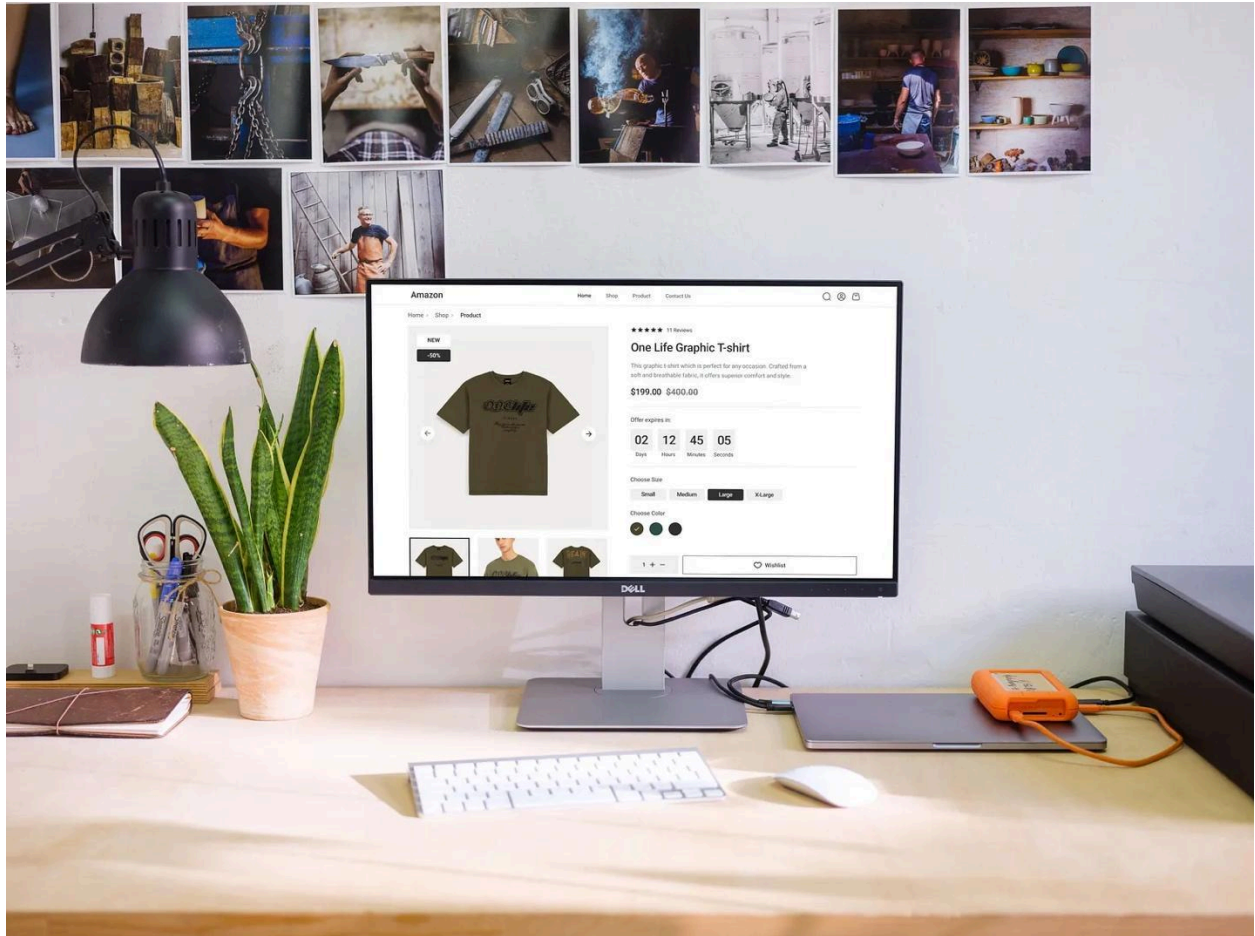
- Full-screen product previews improved engagement by **34%**.
- Predictive search reduced time-to-product from 15s → 6s.
- 90% preferred the simplified mobile checkout over the old version.



13. Closing Summary

Trendwear represents the best of **fashion e-commerce in 2025**—immersive visuals, intuitive flows, and emotionally intelligent shopping experiences.

This case demonstrates my ability to blend **brand storytelling**, **conversion-focused UX**, and **modern UI design** into a seamless digital product.





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