

# indaco

LIVE SHOPPING EXPERIENCE

Project:  
Indaco App

Duration:  
2021 March/April

My role:  
Branding, Ux /UI, Web design

Tools:  
Figma, Miro, Illustrator, Photoshop,  
Wordpress(Elementor)

# What is Indaco?

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Indaco is the **first European marketplace app for live streaming shopping**.  
A turnkey solution for managing, promoting, and selling products, and  
interact with customers everything in one single app.  
A dedicated network for live streaming shopping with a focus on fashion,  
cosmetics, and accessories.

## Why do we need a redesign?

- User experience is confusing
- People doesn't stick around
- Brand is not consistent

# Project Overview

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Livestream shopping offers the ability to demonstrate and ultimately advertise products to a live, online audience that can interact in that live experience.

Promoters directly interact with the customers through an online video or chat. Because it is live, it reduces possibility of manipulation of imagery and settings – allowing the audience to trust confidently in the brand.

## Goal

With minimum time&budget enhancing user interaction, finding intuitive design solutions with consistent brand identity.

## Challenges

- Design a cohesive interface for familiar and unfamiliar users
- Create a minimalistic UI while keeping products as the focus
- Provide a seamless & linear purchasing experience

# Competitor Analysis

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In order to construct a concise and solid foundation for Indaco, I had to venture out and see what the prominent live shopping applications were already doing and what user goals they were not reaching. I evaluated several features deemed vital from user surveys and identified which ones Indaco could capitalize on to have a leg up over other applications.

I found that only two of the three main competitors offered saved products/favorites as a list to the users. Also for the search feature only Shopshops has the categories and suggested products but its limited. On the other hand Whatnot is using hashtags for the categories for its users which I believe appropriate considering their user target.

Shopshop has a accessible navigation for the live streamings and replays however it is crowded and lacks user needs

	Whatnot	Popshoplive	Shopshops
Saved /Favorites	●	○	●
Discover screen	●	○	○
Search categories	●	○	●
Simple Ui	●	●	○
Live product list	○	●	●

# Needs & Values for User

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Going deeper with understanding user, we need to categorize the types of needs and the values we add for the user throughout the app.

-  Search for something known
-  Looking for inspiration
-  Extensive research
-  Re-finding

The must have features:

- Advanced filters
- Suggested products
- Auto suggestion for search feature
- History/Favorites

# User testing & observations

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The users that I had observed, had difficulties spending time on the app. They could find only few products on the app, which led them to think there wasn't any reason to stick around. One of the user couldn't find the details of the order that he just did. These observations have led me to these three pain points.

#1

Poor navigation

Absence of a menu offers poor navigation to the users. Navigation among the screens are not seamless.

#2

Lack of simple, intuitive interface

Color choices are very intense for the eyes. Lack of consistency for the design elements throughout the app and the brand identity.

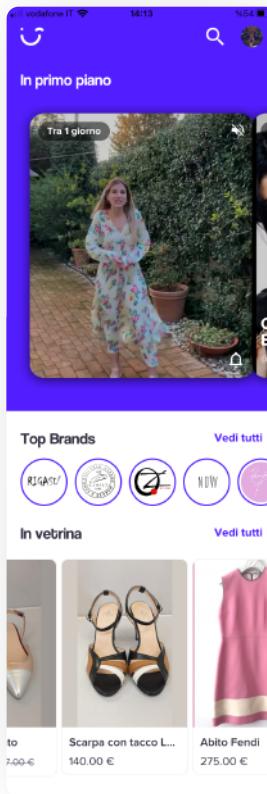
#3

Poor shopping experience

Home screen has live streamings and limited product categories, which does not interact with the user in order to create better shopping experience.

## Home Before

- Cluttered UI with no breathing space. It feels like all the elements are fighting with each other.
- Horizontal scroll consist of some random products so it makes it harder to discover new and personalized products for the user.



- There is little information about the live streaming which makes it confusing for the user and seems focused on videos more than whole shopping experience.

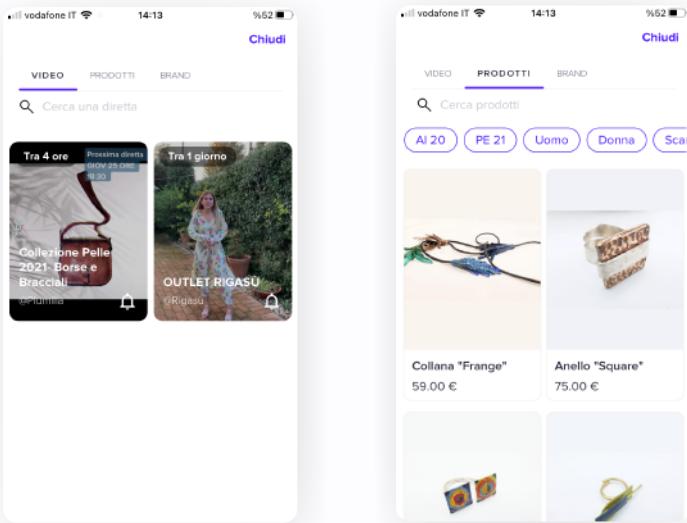
- Top brand section has familiar design style which misleads users to think stories from app like Instagram.

Also the position gives it more importance than it should have.

- There is no categorization or customization of the products listed.

# Old version of the app

## Search



- Search feature is focused on videos which should be the products.
- Categories are almost hidden.

- The only way out is close link on top “Chiudi” which is not accesible and intuitive.

## Live



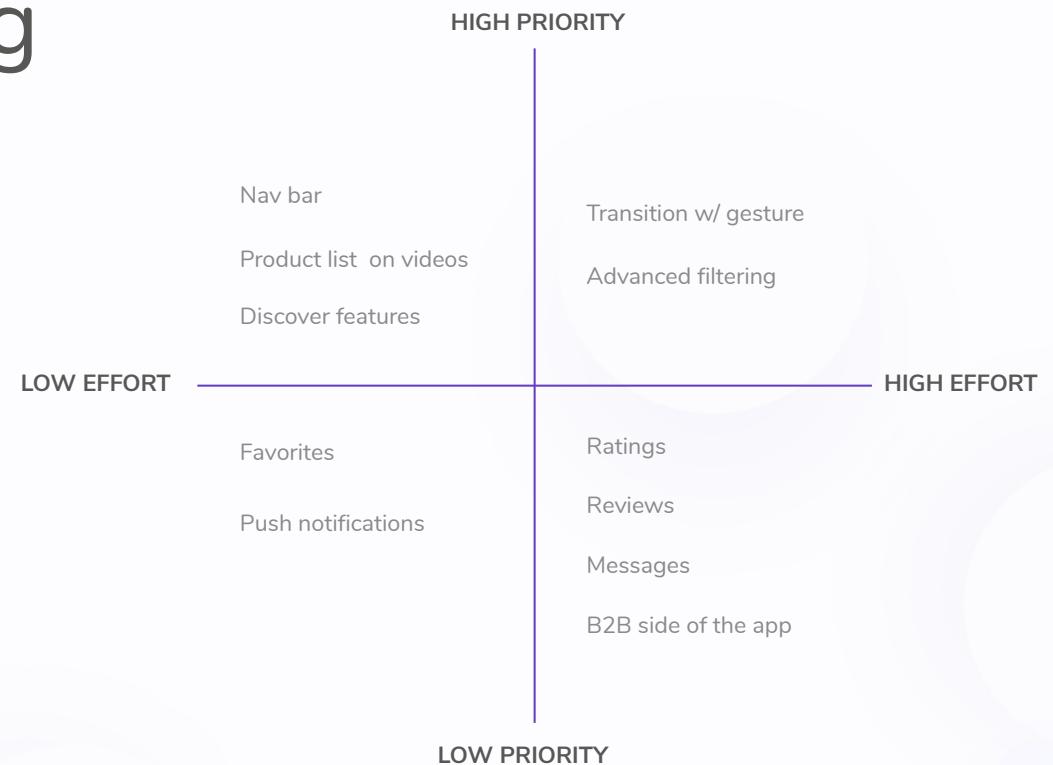
- Some titles are difficult to read when there is low contrast on the video.
- No control with swipes feels very limited.

# Prioritization Plotting

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Plotting down a list helped me to narrow down what was crucial and what was urgent in order to have most effective changes for the app.

The only thing that we have to keep in mind that this application is for shopping, so in order to enhance the user experience, first we need to build a shopping experience which is lost at the moment. All the leading features of the app, are for livestreams but not for shopping itself.



# Persona

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## Clara Rossi

**AGE:** 27

**HOMETOWN:** Rome

**OCCUPATION:** Hairstylist

**FAMILY:** Single

She loves online shopping but she had bad experiences in the past so she has trust issues regarding new brands that she doesn't know.

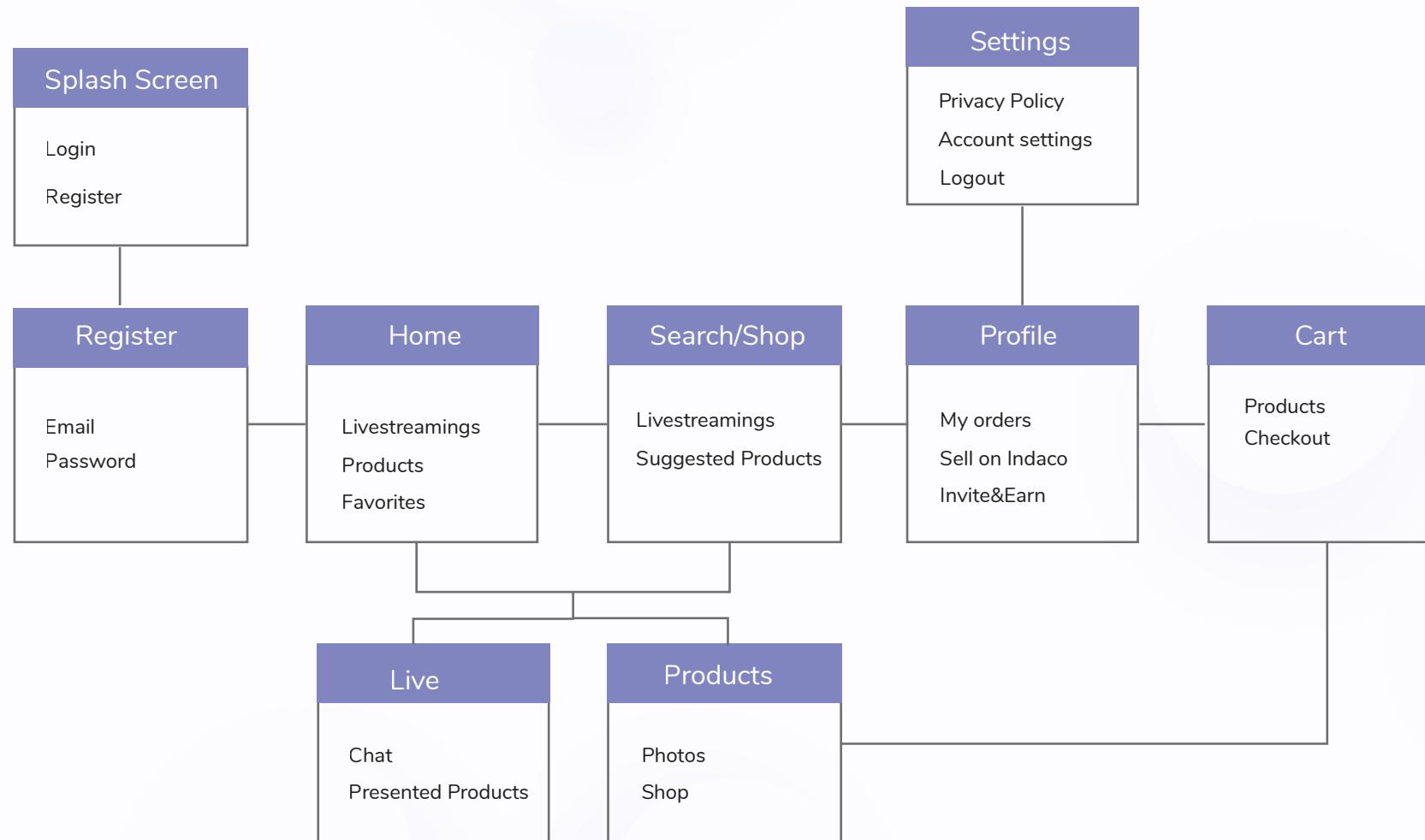
She is very active on social media and she enjoys buying new items from instagram live because she can see directly the seller and the product on use. Also she can have directly message and talk with the seller.

**“Shopping is my cardio”**



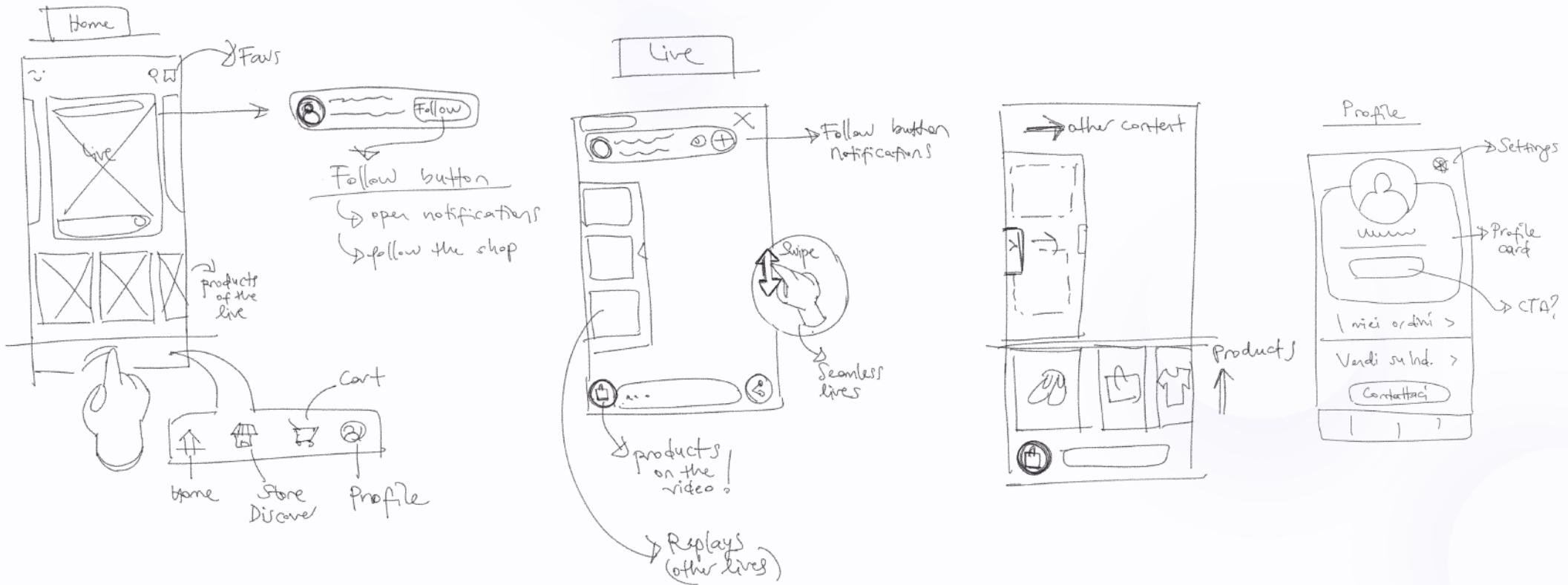
# Information Architecture

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# Sketch Wireframes

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# Styleguide / Assets

## Font

### Headings

Palanquin Dark

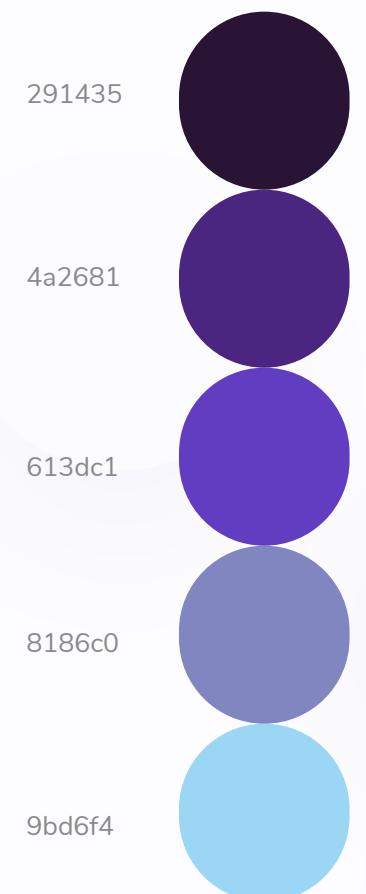
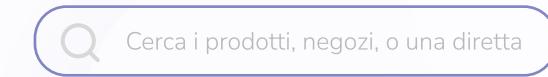
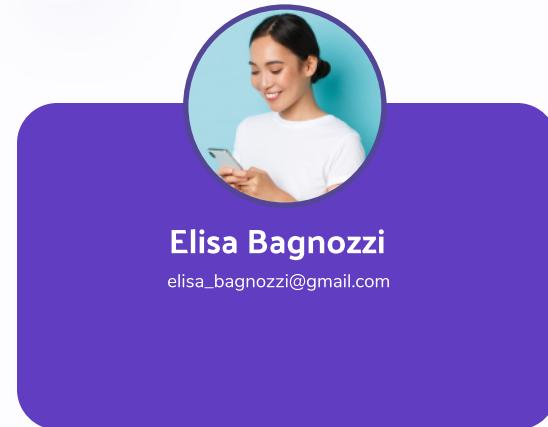
Body -Nunito Sans

## Iconografia



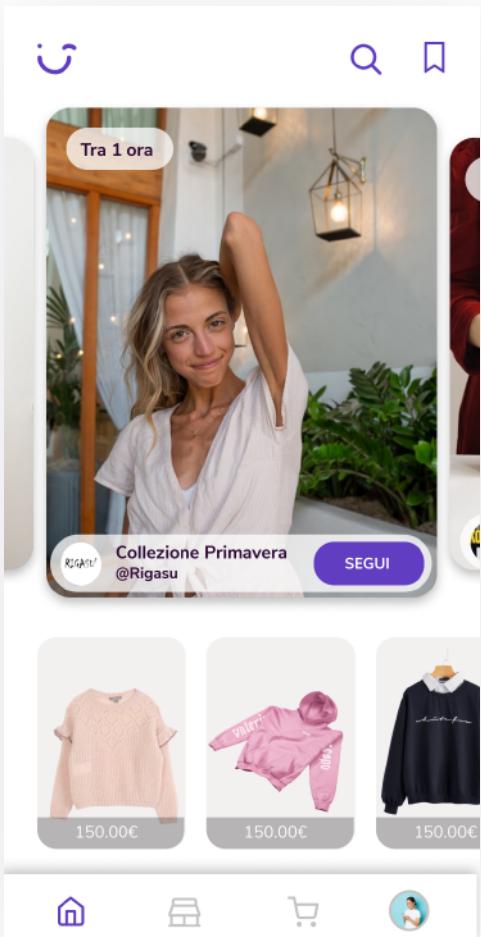
Melis Uğursaç

## Components & Buttons



Design

## Home After



- Simple and clean UI with bottom navbar makes it easier to navigate through the app.
- User can follow the favorite shop for the upcoming live streamings. For the home screen main focus is on the live streamings and the new products that is presented on the video.
- For a better shopping experience user can also browse through the products listed in every livestreaming.



Home Store Cart Profile

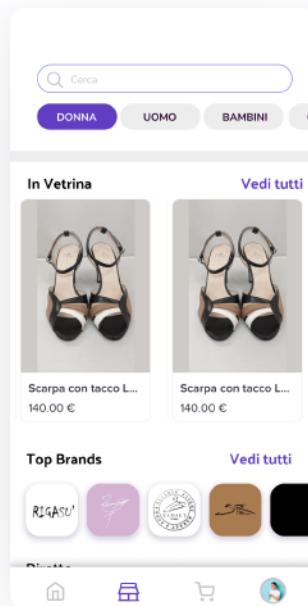
Design for the favorites screen is left for the future plans.

# Store & Search

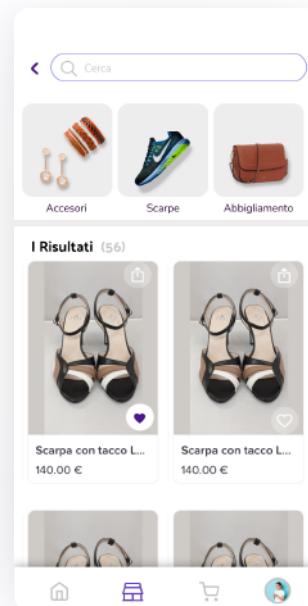
I have created a new screen in order to offer extensive research to the user. For the store I have selected main 4 categories to have more personalized and seamless search.

For the extensive search I have added categories with visuals which makes them more interactive and creates a desire to try and see more categories. This feature also can be used to add tags, theme categories like "Halloween" in the future.

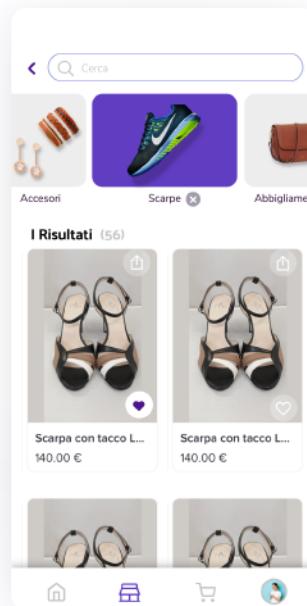
Discover/ Store



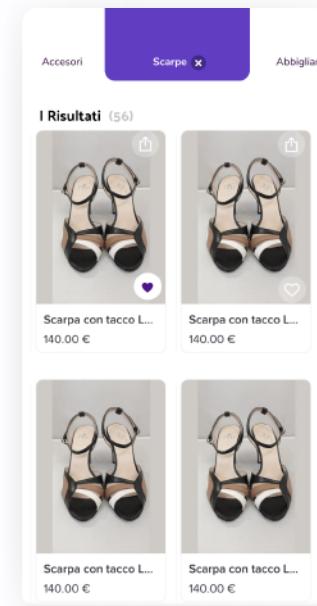
Search



Search w/category



Search scroll



# Live Streams & Replay

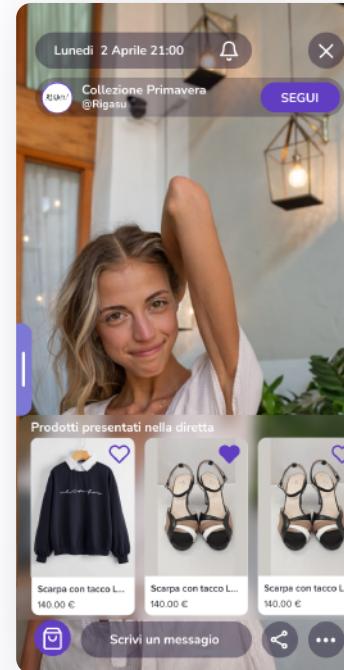
I have changed the icon for the product list on the live streaming screen. I have added suggestions with emojis to the chat in order to make it easier to go on and join for the chat.

With new style of the product list user can browse through the products at the same time can continue watching the video. Also can browse through the other videos on app and change the live seamlessly.

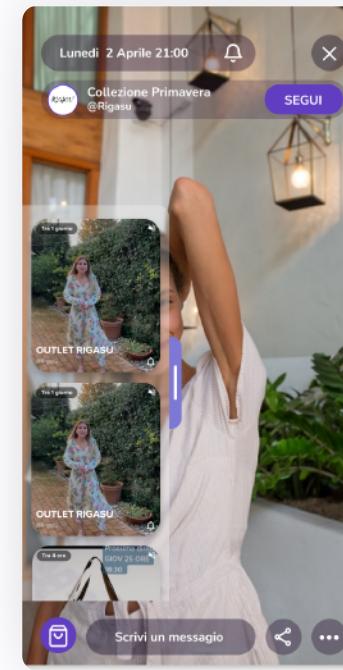
Live



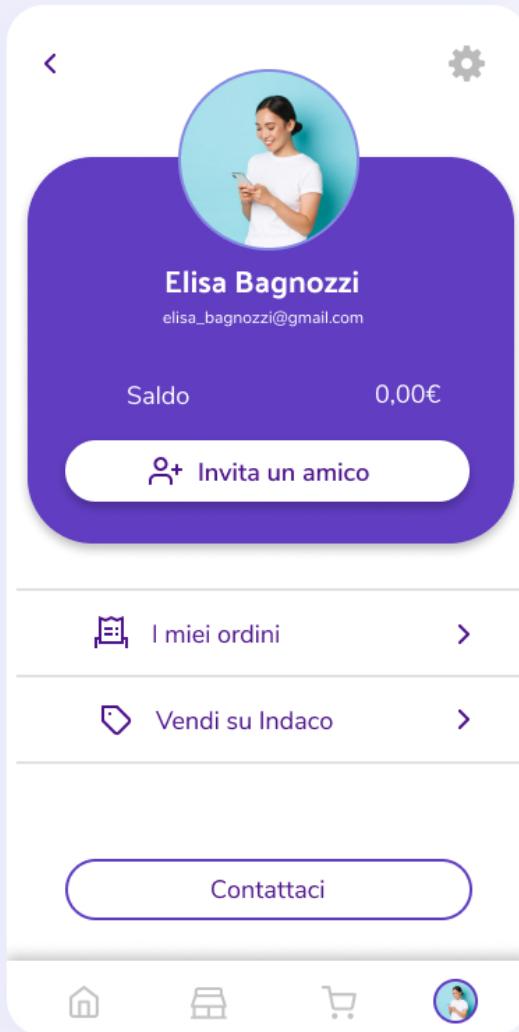
Products presented on video



Replay menu

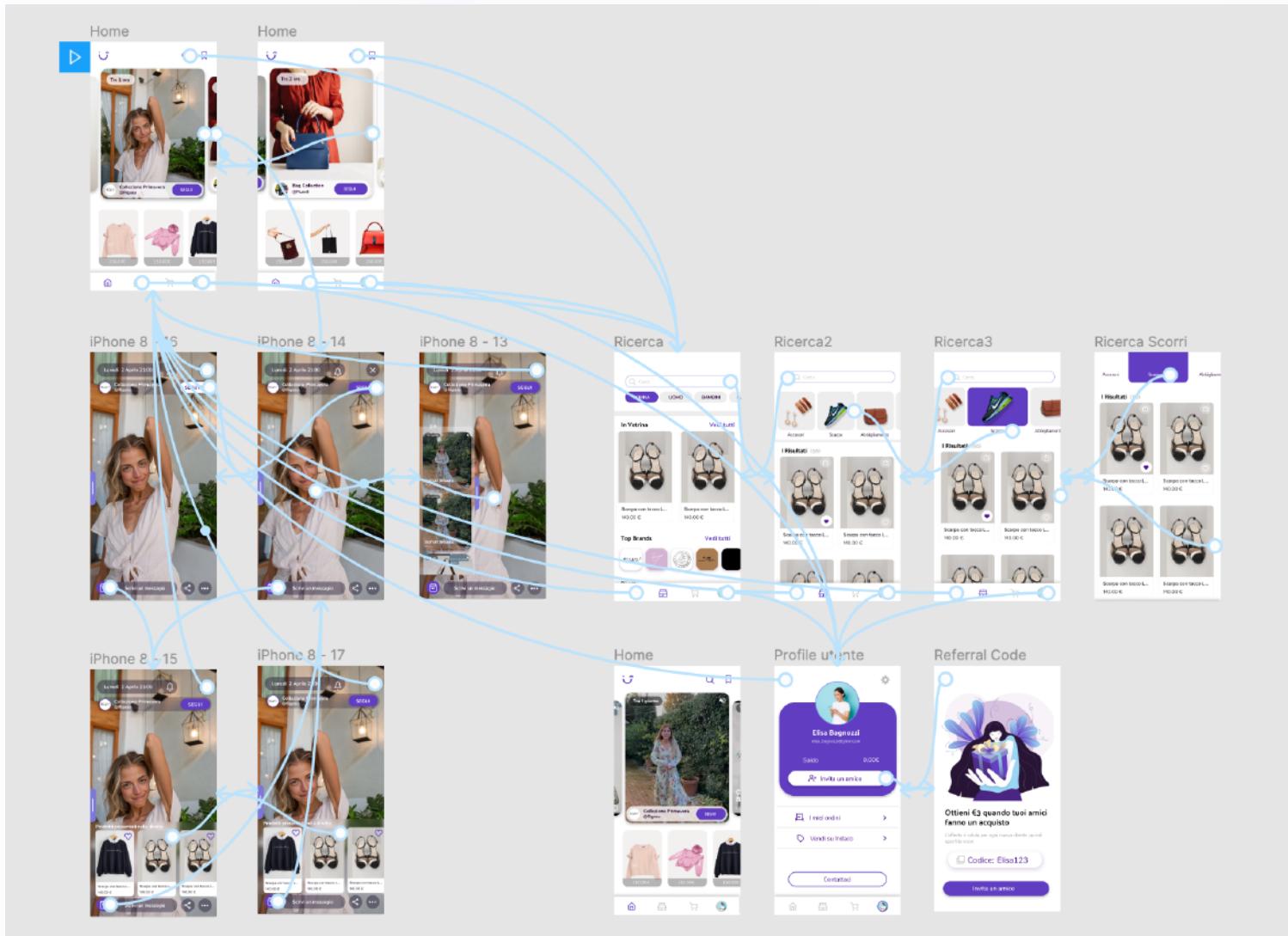


# Profile & Illustrations



Design

# Wire-flow



# Web Design

[www.indacoapp.com](http://www.indacoapp.com)



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Sei un Negozio?

LO SHOPPING IN DIRETTA

**SCOPRI IL NUOVO MODO DI FARE SHOPPING**

Con l'APP Indaco potrai seguire le dirette dei migliori brand di Moda, Cosmesi e Gioielli, ed acquistare in anteprima prodotti esclusivi.

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GET IT ON Google play

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Segui le dirette dei tuoi negozi preferiti

Ogni giorno nuove dirette con incredibili sconti sui tuoi prodotti preferiti

Scopri brand esclusivi

Scopri i nuovi prodotti dei brand più esclusivi del momento

Interagisci con i Creator

Chiarsiciti qualsiasi dubbio grazie all'interazione tramite live chat

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Acquista in sicurezza

Acquista in tutta sicurezza senza mai uscire da Indaco

**PRONTO A SCOPRIRE I TUOI PRODOTTI PREFERITI?**

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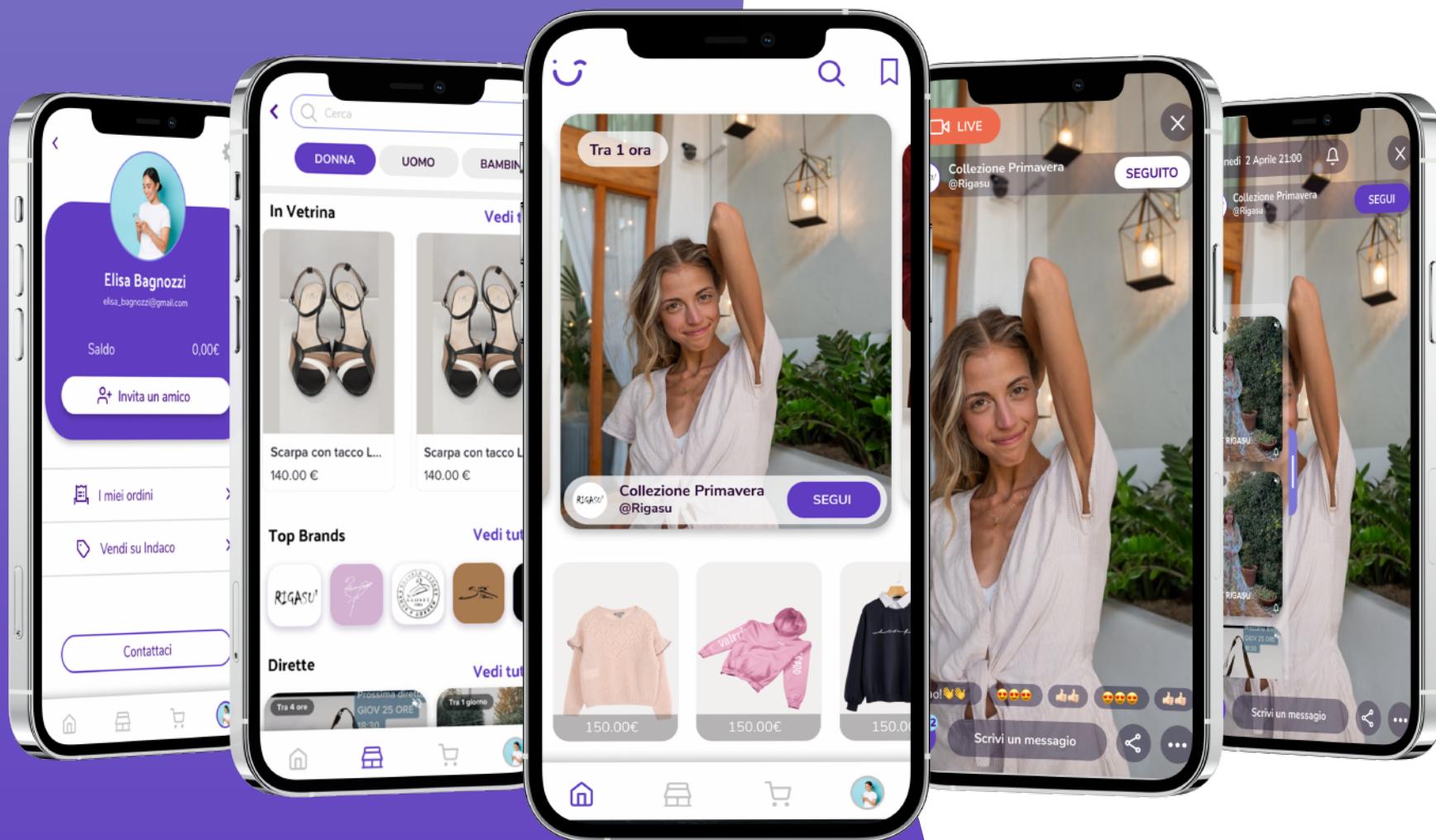
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info@indacoapp.com

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# Thank you for reading!



# Summary

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This project made realize one more time that there are so many constraints such as budget, time and feasibility.

I would have continued this project with iterations, usability and validation testing to take it to another level.

Working on Indaco was incredibly rewarding.

I got to experiment with some of the new Figma features, and narrow down my design process.

