GRADUATION PROJECT 2016

ANUPAM TANEJA

ACKNOWLEDGMENTS

It's not easy to move forward without the guiding light of our teachers and seniors. I would like to take this opportunity to thank all those who made me what I am today.

First, I would like to thank my Family for always supporting me. I would like to thank my Papa and Ma, for believing in me, encouraging and guiding me through the course of time.

I would not have become the designer that I am today without MIT Institute of Design. The Institute has given me memories and people that I will cherish and relive for the rest of my life.

I would like to thank all my Faculties for constantly pushing me to perform better and question and analyze everything. Without them, I would've never understood what design thinking really means.

I would also like to thank my industry mentor, Mr. Amit Mirchandani, for providing me a platform to grow and learn. For pushing me to the best of my limits, and making me a better designer.

Lastly, I would like to thank all my friends, in College and otherwise, for reminding me not to take life seriously. For letting me unwind from time to time, yet encouraging me to stay focused and ambitious.

CONTENTS

1
SPONSOR
BACKGROUND

LUCID DESIGN

Lucid Design is a multidisciplinary design studio based in Domlur, Bangalore. I worked at Lucid under the guidance of my industry mentor, Mr. Amit Mirchandani.

Amit is the Design Director at Lucid Design. Starting in 2006, he successfully ran Lucid in the United States for 3 years before moving the company to India in 2009 with the intention of contributing to the design scene in India. He grew the India operations over the next few years, while managing projects and clients all across the world with an international design team.

The multidisciplinary design team now consists of Graphic, UX, UI & Product Designers, Computer Engineers and Developers from various fields of expertise.

The beautiful studio is located near Indiranagar, one of the most lively places in Bangalore. Apart from having an amazing view of the Inner Ring Road, we also have an X-Box in the studio.

1.2

TEAM

DIRECTORS

AMIT MIRCHANDANI
Managing and Creative Director

NEIL DESHPANDE
Lead Developer

SIDDHART BHAVNANI
Film and Video Lead Designer

DESIGN

PRATEEK VATASH
Graphic Designer

KOYAL CHENGAPPA
Graphic Designer

SHARAD SASIDHARAN
Product Designer / Engineer

SUREN MAKKAR
UX Designer

DEVELOPMENT

CHANDRAKANTH N
Application Developer

SHRISHTI SHAH
Application Engineer

OPERATIONS

RALPH NONGBRI
Human Resources / Office Manager

INTERNS

ANUPAM TANEJA
Diploma Project Intern

MAYA MCBEATH
Product Design Intern

HUGO BERGER
Product Design Intern

1.3

WORK AND CULTURE

Lucid has been designing brands, products, environments, experiences and websites since 2006. While maintaining high standards of work, the culture also allows you to maintain a healthy work - life balance. The working hours were quite relaxed and the multidisciplinary talent at the studio helps one to get exposed to different design methods and ethos.

As a designer, you are given a lot of space to experiment and explore. Since there is practically no office hierarchy, you answer directly to Amit. Apart from being an incredible mentor and designer himself, Amit is always open for new ideas and encourages calculated risk taking.

One of the best things about Lucid is that it is very well organized and managed. In most of the design studios, it is a common practice to stay till 9-10 in the night on a regular basis, and even then miss the deadlines. But here at Lucid, the organization and management is such that you rarely have to stay late, and you get the work done on time.

1.4

EXISTING WORK AND COMMUNICATIONS

2
CLIENT AND
PROJECT OVERVIEW

2.1

THE CLIENT

During my internship at Lucid, I worked on several projects ranging from Branding to App Design to Visual Design and UX, but Natty was our biggest client.

Natty is the brainchild of Natisha Saraogi. Natty means something that is fashionable, smart and well designed. Natisha aims to create a curated marketplace for innovative, one-of-a-kind products from the best creative entrepreneurs in India.

Lucid worked with Natisha to create a brand for the same along with a fully functioning eCommerce website. I was involved with the branding process for Natty. I was given the responsibility for the Visual Design and UX for Natty's website.

n a t t y ™

2.2

CLIENT'S INITIAL BRIEF

The brief was to create a strong brand with a solid web experience for Natty. It should appeal to a niche and fashion and design sensitive audience. The experience of the web should be fresh but not alien, should be visually appealing and not unlike traditional ecommerce websites. The website would also have a functional admin dashboard and new ways of creating user experience on the web should be explored.

2.3

APPROACH AND STRATEGY

The project was done in four phases. The first two phases — Branding and UX, were done simultaneously. We wanted the website to be independent in terms of visual language from the identity, hence we did the Branding and UX simultaneously so that we have more freedom to explore and experiment.

The third and fourth phases were for Backend and Frontend Development. We created the backend for Natty on Spree Ecommerce platform.

2.4

TIMELINE

BRANDING

UX AND WIREFRAMING

VISUAL DESIGN FOR HOME PAGE

VISUAL DESIGN FOR MOBILE

FRONT END DEVELOPMENT

LAUNCH

3 RESEARCH AND ANALYSIS

3.1

PERSONA STUDIES

ANURAAG PAUL
25, Male, Bangalore

Rajeev is a Computer Engineer working working with Dell in Bangalore. He's enthusiastic about calligraphy and enjoys a well done type poster. He orders most of his posters through US and Europe based websites since he can not find good posters in India. He also knows a couple of art shops in and around Bangalore which suit his needs.

RAHUL DATTA
32, Male, Mumbai

Rahul is a bussiness analyst working with a firm based out of Mumbai. Since his job keeps him travelling, he doesn't have time to go and shop in a mall or an outlet. He doesn't get time to buy gifts for his wife and children so he prefers ordering it online and sending it as gift to his home and to his friends and family.

DRISHTI SHARMA
24, Female, Bangalore

Drishti is a graduate from Srishti School of Art and Design. She's a illustrator herself and follows fashion trends very closely. She describes her as fashionista who likes to shop a lot. She likes to travel around with her iPad. She has no problem shopping online and is quite satisfied with the concept of online shopping.

KUNAL VASHISHTA
24, Male, Delhi

Kunal is studying theatre at National School of Drama. Apart from being an excellent actor and an activist, Kunal is a sculptor himself. He knows the value of a good hand crafted product, and often saves up for a sculpture or a piece of furniture he saw online that he thinks will look good in his *verandah*. He also has a pet Pomeranian called Topsy. He has never shopped online for his pet needs.

3.2

COMPETITOR ANALYSIS

Natty wanted to break away from the mainstream trends in UX of eCommerce but still wanted to remain functional and familiar. For designing and starting on the initial UX and Visual Design for Natty, we studied the present trends in eCommerce websites as well as the design trends. Some of the competitor analysis is shown on the right.
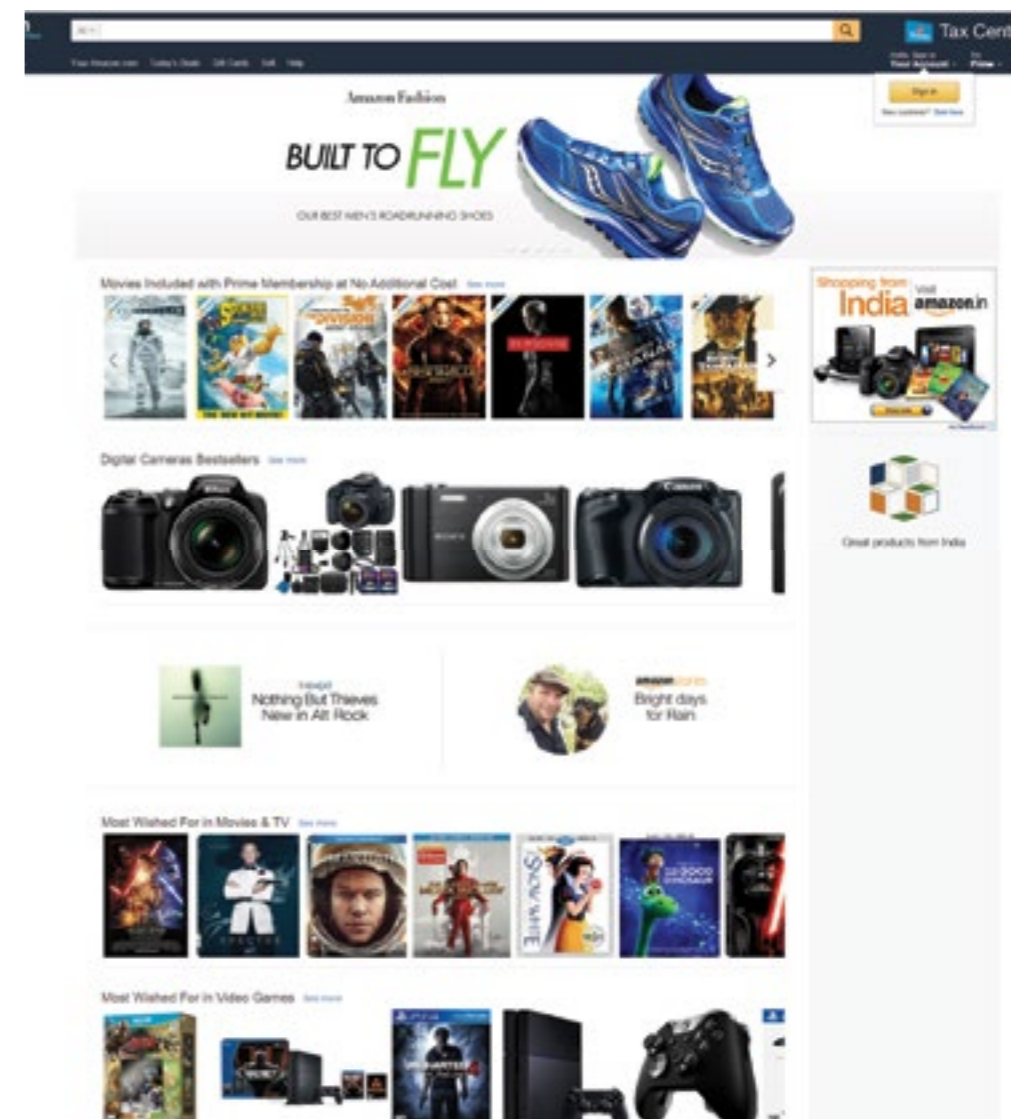
i.

AMAZON

Amazon is an American electronic commerce and cloud computing company with headquarters in Seattle, Washington. Amazon.com started as an online bookstore, later diversifying to sell DVDs, Blu-rays, CDs, videos, MP3s, audiobooks, software, video games, electronics, apparel, furniture, food, toys and jewelry. The company also produces consumer electronics; notably, Amazon Kindle e-book readers.

Though technically, Amazon has set standards in eCommerce development and code all over the world, their design is highly functional as it needs to cater to millions of products across thousands of categories.

ii.
FLIPKART

Flipkart

Like Amazon, Flipkart sells millions of products over thousands of categories. While the design is quite functional, aesthetically it is better than Amazon. The home page is much more navigable as compared to Amazon, and focus is more on promotions and sales.

Flipkart over the last few years has created a very strong presence in the Indian eCommerce scene and is now amongst the most profitable and familiar eCommerce platform.

iii
FANCY
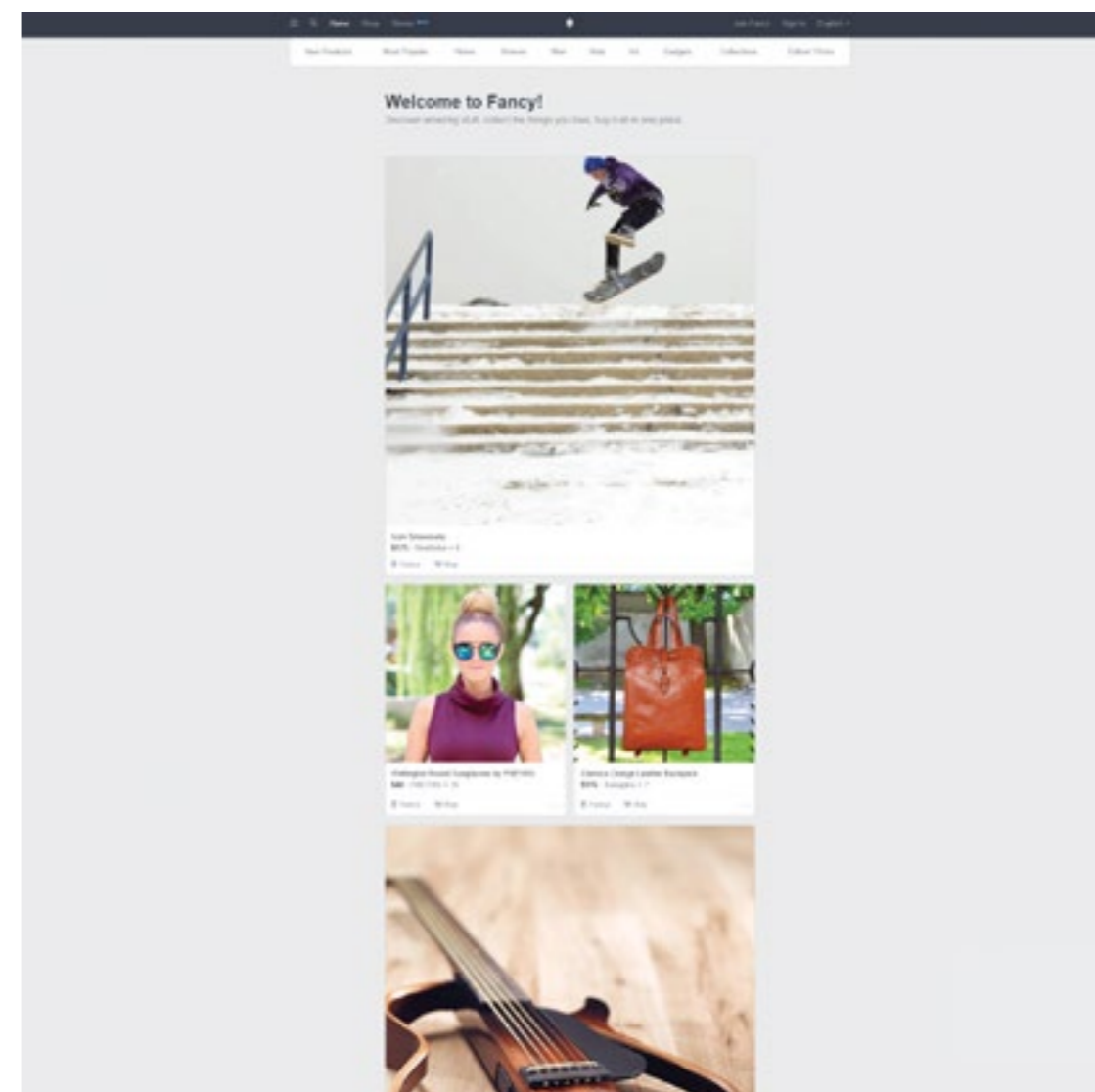
FANCY

Fancy is a US Based eCommerce which focuses more on the social aspect of shopping. The site is targeted towards collectors and people who like "fancy" things. Conceptually it is close to what Natty is trying to do, since the audiences are the same, but functionally, Fancy uses a Facebook like approach for it's products which we felt was too alien for Indian audiences.

For a concept like Natty, where curated products from artists and creatives are sold, we needed an experience which is familiar. Having said that, we considered Fancy as a good example of thinking out of the box and a good example of clever UX and Visual Design.
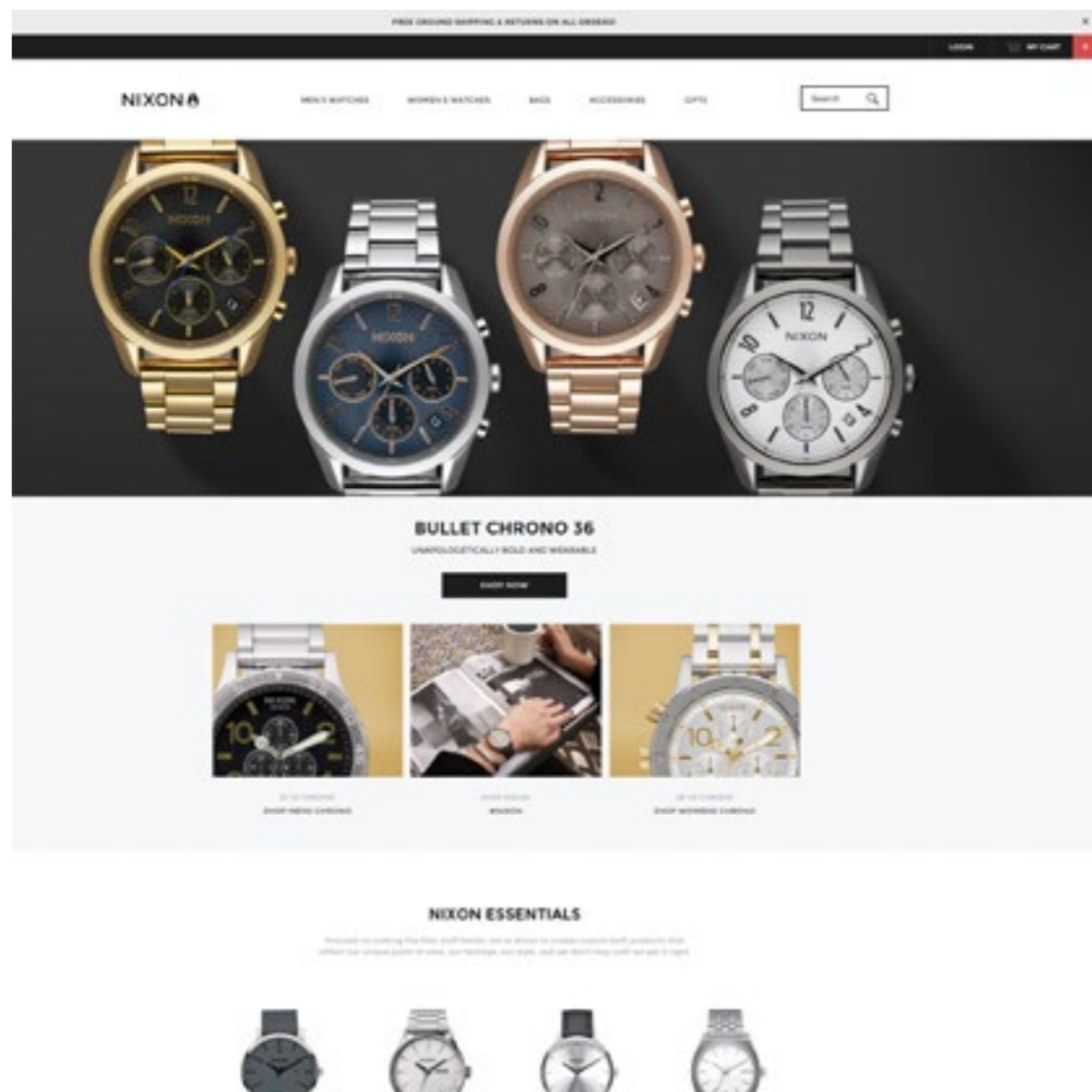
iv.
NIXON

Nixon is a watch company. They also have a very well designed eCommerce website which we analyzed. Aesthetically stunning, the site remains functional since their product catalogue is very limited since they sell just their own products.

They follow a modernist design language, dominated by bold, sans serif fonts. Their colour pallete compliments the finish of the watches and every aspect is very well thought of. Nixon was a good cornerstone when researching about aesthetics and visual languages.
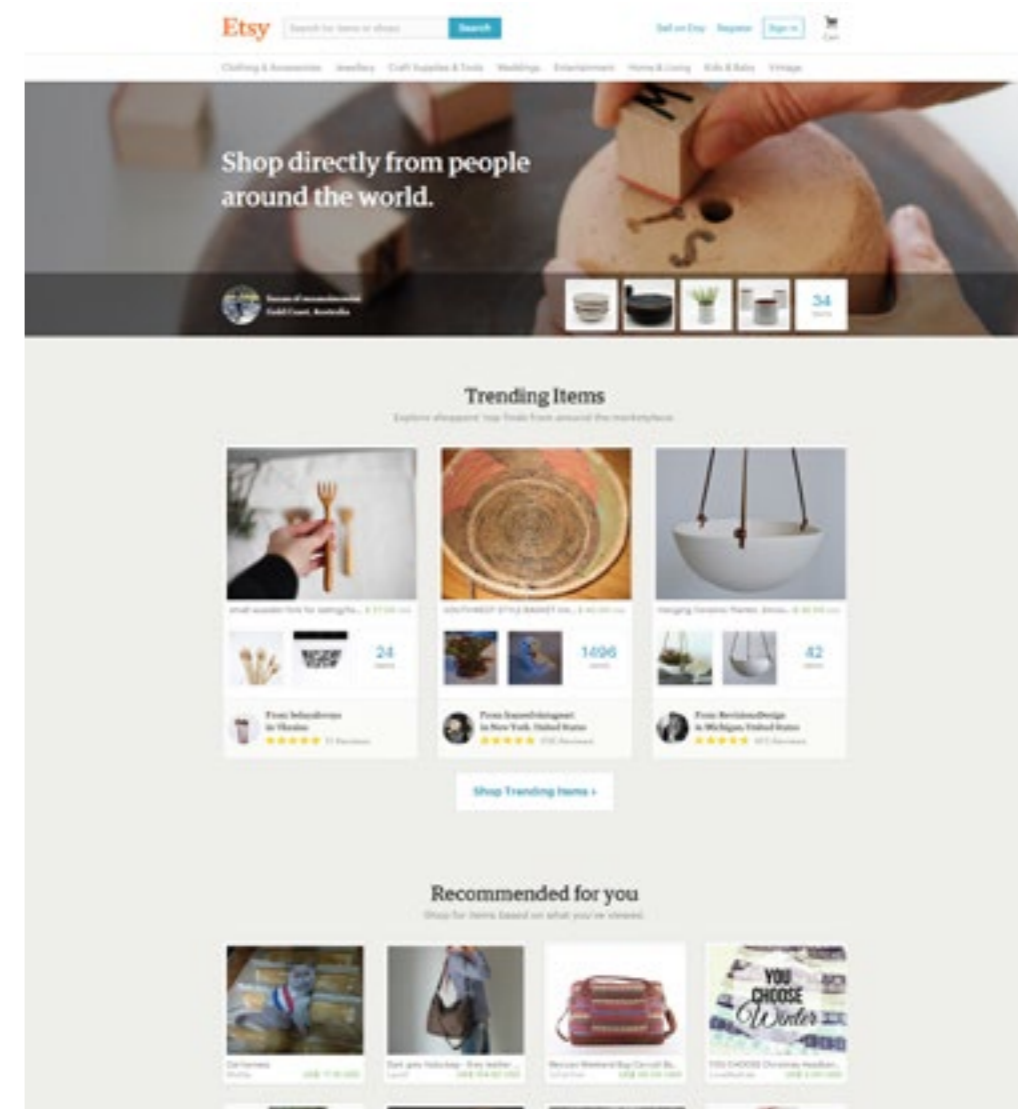
v.
ETSY

Etsy is an online marketplace specifically for vintage and handmade products. They are directly competing with Amazon in the this product segment, and have a strong loyal following. Etsy is known for it's unique and bespoken products.

With a good design, ease of use, and moderate product catalogue, Etsy is a well balanced eCommerce platform.

3.3

BRAND POSITIONING

To understand and position Natty as per the brief, and to understand the complexity and the scale of the project, we used a matrix method to position Natty. This helped us to understand not only what the audience is, and what the branding should be, but also helped us develop the user experience. We understood the scale of the website, which in turn helped us calculate the technicalities of the backend and the general scope of the web project.

Large Product Catalogue

Flipkart

amazon

Etsy

FANCY

pepperfry.com

Niche Audience

Mass Audience

n·a·t·t·y™

CYANKART.com

NIXON

Small Product Catalogue

4

BRANDING
NATTY

MOODBOARD
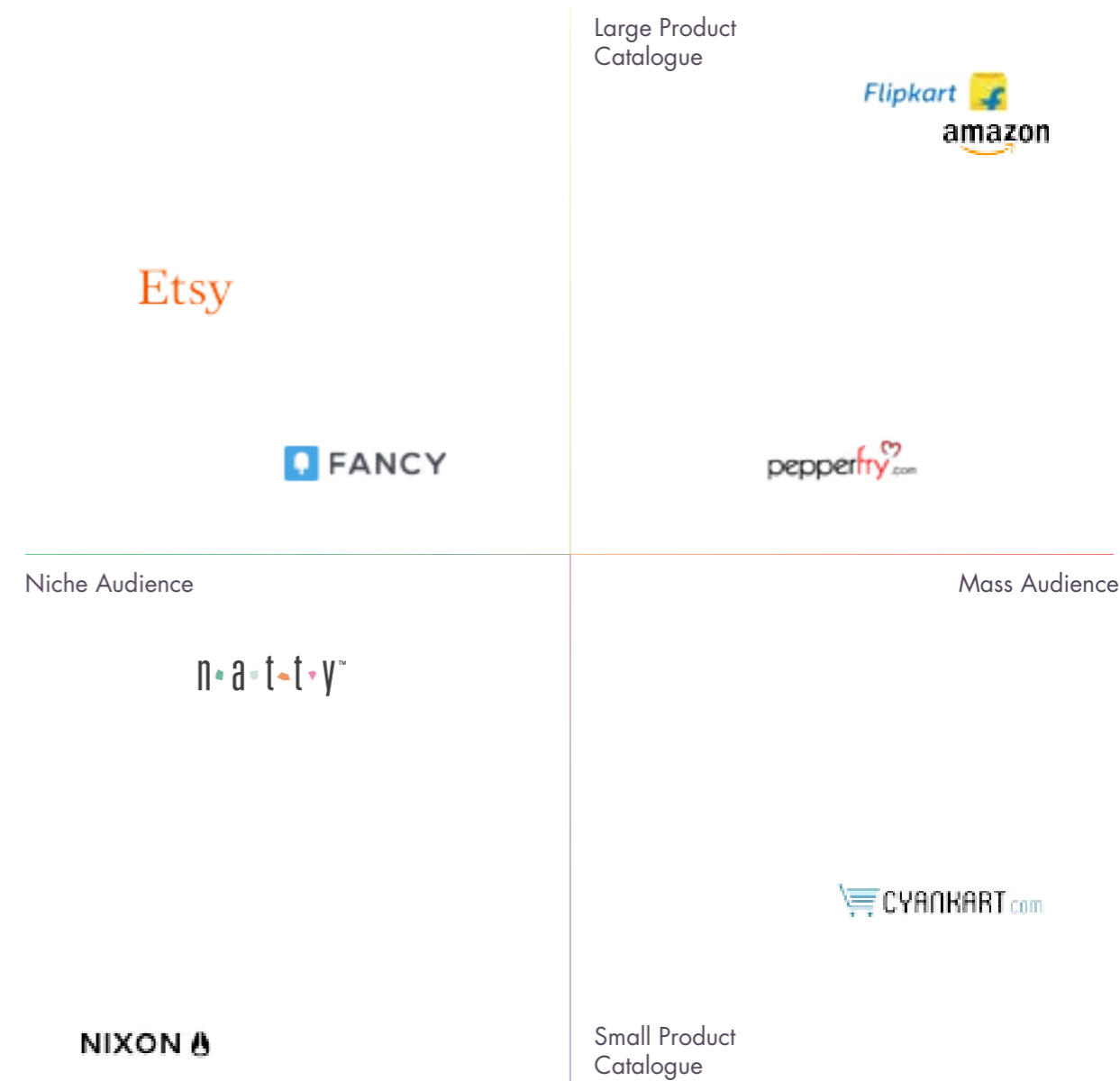
4.1

INITIAL CONCEPTS

CONCEPT ONE
Geometric, Modern, Modular

The concepts were done quickly by a team of 3 Designers. We wanted to pitch a very diverse set of identities so that we could get a better idea of what style of visuals the client is looking for.

Since the brand talks to a fashion and design sensitive audience, we had a lot of room to play with when it came to the visual language. In this concept, I've used an identity system approach.

I've used a moodboard which is very geometric and pattern based. Since I wanted to create a system instead of a single identity, I studied about Paula Scher's designs and studied her works.
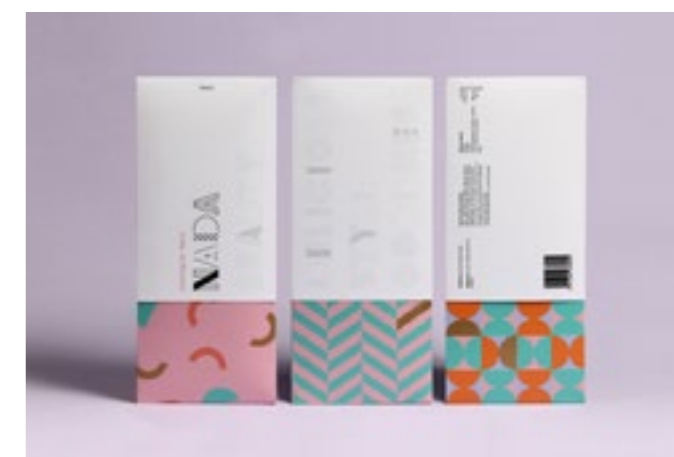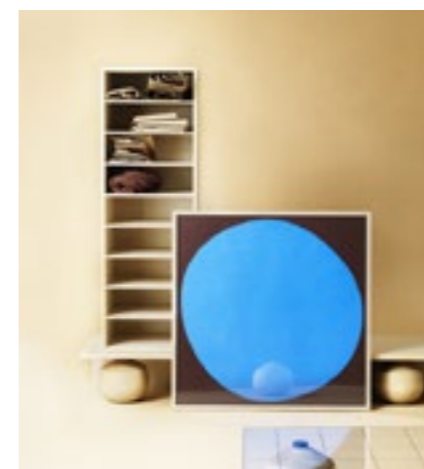
FIRST EXPLORATIONS

The first set of explorations were created quickly and once I found a composition interesting, I developed it further for the final system. Since this was only for first pitch, I used one pattern from the internet.

FINAL SYSTEM
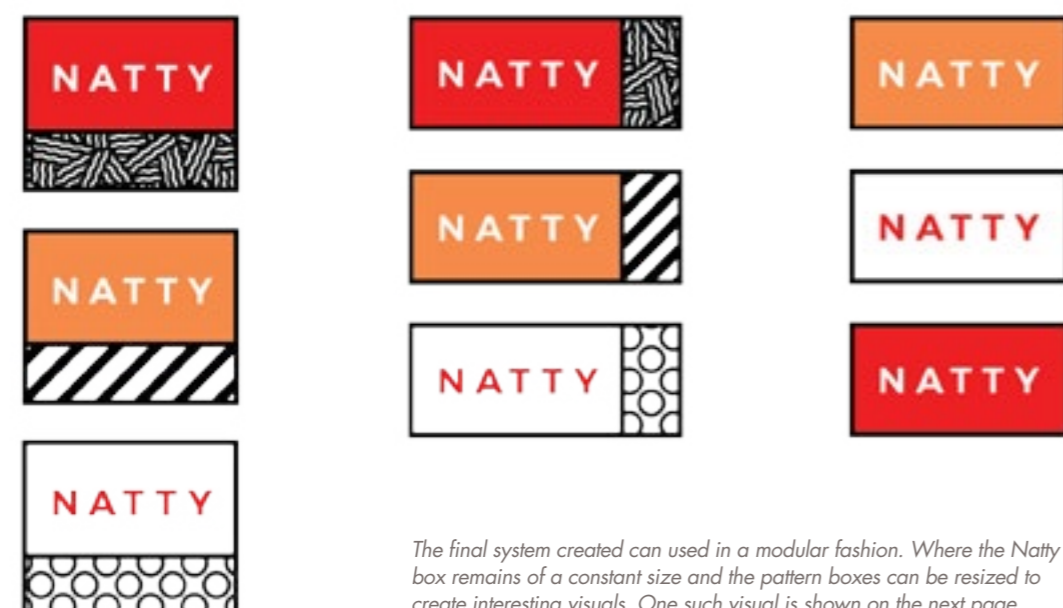
The final system created can used in a modular fashion. Where the Natty box remains of a constant size and the pattern boxes can be resized to create interesting visuals. One such visual is shown on the next page.

The final system created could then be used to create interesting visual language which could be used to create collaterals.
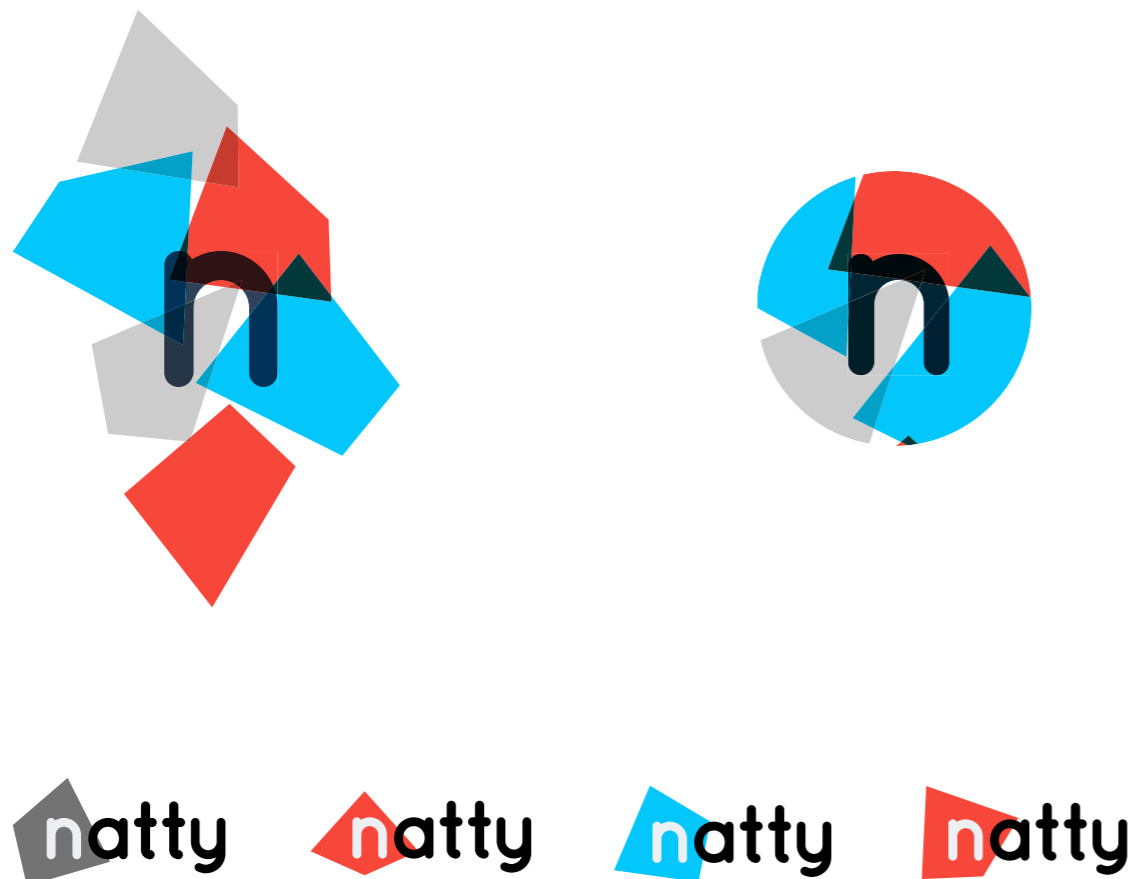
CONCEPT TWO

Warm, Variety, Approachable

The second concept that I made took a more traditional approach to branding. But since the website has products from a wide variety of categories, I still wanted some dynamic approach for Natty.

CONCEPT THREE

Organic, Cursive, Personalized

One of the USPs of Natty is that you can message the creator of a product and ask for customizations. I wanted to use that as an element in the branding, so this concept gives Natty a very flexible feel. Though visually good, this identity had legibility issues.

OTHER STUDIO CONCEPTS
(Includes identities designed by other designers in Lucid, only for round 1)
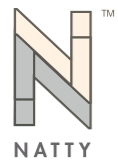
4.2
FINAL IDENTITY

Since I started working on UX after the initial branding stages of Natty, I didn't play an important part in the branding process because I had to focus on creating a UX and a good Visual Design for Natty. The final identity was designed by Koyal.

The identity feels sophisticated and sleek, and the forms symbolize variety in the products offered on Natty.

5 UX FOR NATTY

SPREE

Spree Commerce (also known as Spree) is an open source e-commerce solution based on Ruby on Rails. It was created by Sean Schofield in 2007 and has since had over 740 contributors. We used this eCommerce platform for the initial backend of the website.

For a project such as Natty, we didn't have the budget nor the time to write backend from scratch, but we still didn't want to go for the simple eCommerce solutions like Squarespace of Shopify.

Spree provided us with a well written eCommerce platform which we then coded to fit the requirements of Natty.

APPROACH FOR UX

We can divide a site like Natty into two UX project — the Frontend which will be the general website visible when you visit www.natty.in. The second part was the Seller and Admin dashboard where you would upload products for sale and manage your store. Since Spree has an inbuilt dahsboard system, the Visual Design of dashboard was not needed.

For Frontend, we wanted to spend a good two or three weeks for designing the homepage. While we were working on the wireframes and Visual Design for Homepage, the branding of Natty was in the final phases and the client had already shortlisted a few of the identities.

Along with the Frontend and Branding, we were also simultaneously handling the development of Natty and customizing of Spree was being done by an in house developer.

For each wireframe developed, we would have a meeting with Design and Development Directors where we would discuss the wireframe and develop it. This was later sent to client for review. Once wireframes were approved we would proceed with the Visual Design the page.

5.3
SITE ARCHITECTURE

HOME (USER)

| EXPLORE | BRAND STORE | TRENDING / FAVS | SEARCH | CART | WISHLIST |

EXPLORE
- Categories
- Products

BRAND STORE
- Brands
- Products
- About
- Testimonials

TRENDING / FAVS
- Products
- Brands

SEARCH
- Products
- Brands

CART
- List
- Checkout

WISHLIST
- Add to Cart

Product Detail
- Add to Cart
- Add to Wishlist
- Similar Products
- Reviews
- Ask a Question

START A STORE

- Why Start?
- Sign Up Form
- Store Approval
- Set up / Edit
- Basic Info
- Product Upload

LOGIN

- Users
  - My Account
    - Basic Info
    - Preferences
    - Payment Info
  - Order History
  - My Wishlist
  - Reviews/Ratings
  - Liked by Friends
- Shopowners

SOCIAL

LEGAL

- Terms
- Privacy

FAQS

- Shipping
- Tracking

ABOUT US

CONTACT US

HOME (SHOPOWNER)

DASHBOARD

PRODUCTS

ORDERS

FINANCIALS

TESTIMONIALS

NOTIFICATIONS

SETTINGS

Notifications

Order Summary

Earning Summary

Add

Edit

Remove

Status

Pending

Status

Withdraw

Fulfilled

Reports

Payments

History / Search

Statements

Approve / Disapprove

Pending

Answer

Message SuperAdmin

Basic Info

Payment Info

6
THE HOME PAGE

6.1

WIREFRAME

The visuals and experience of the homepage is of the utmost importance. The first impression in terms of usability and functionality of the homepage would make or break the website.

If the site is highly functional but lacks a good visual design. We would not be able to reach out to the right target audience and it will result in high bounce rates. If the site is gorgeous and not the experience is confusing and alien, it will again result in high bounce rates.

The challenge was to balance a good looking website with ease of use. That is why wireframing is of crucial importance while designing UX. In Lucid, we would sit and discuss on wireframes and assess it's functionality during client meetings. We treat wireframes as a skeleton on which the Visual Design would be done.

Unfortunately, I hadn't joined the studio at the time the project had started, and since the wireframing was done before the Branding started (I joined the day Branding started) ; Most of the initial wireframes were done by the Lucid team. I have worked on finalizing these wireframes and evolved them during Visual Design of Natty. On the next page, The wireframe of Home Page is shown.
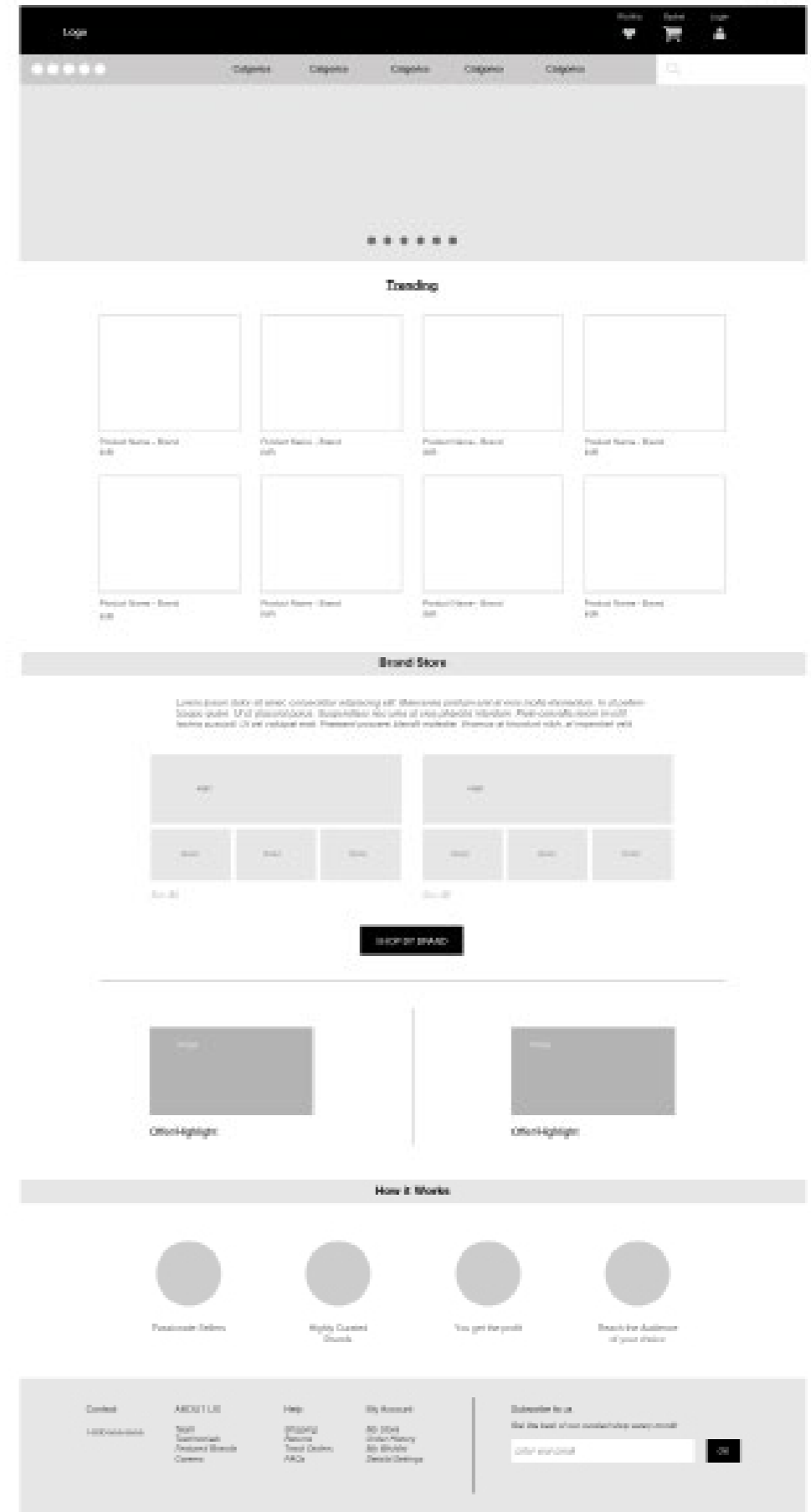
GRIDS

We experimented with a couple of different grids while designing the design directions. We wanted the design to be responsive in the end so we started designing by keeping the mobile site in mind.

Since the timeline of the project demanded that we work fast and efficiently, we had to balance function and aesthetics with ease of development. Creating layouts that were too complex for development would delay the project hence things were kept as simple as we could, removing unnecessary design luxuries but not compromising on the functionality.

For reference, I studied material design guidelines by Google for UX and Visual Design. It was a great reference material and helped me understand the complexities of UX.

Shown on the next page are few of the grids I've used in the project. The final grid I've used is a 1280px wide grid with 12 columns.-

1280 px

93 px   24 px
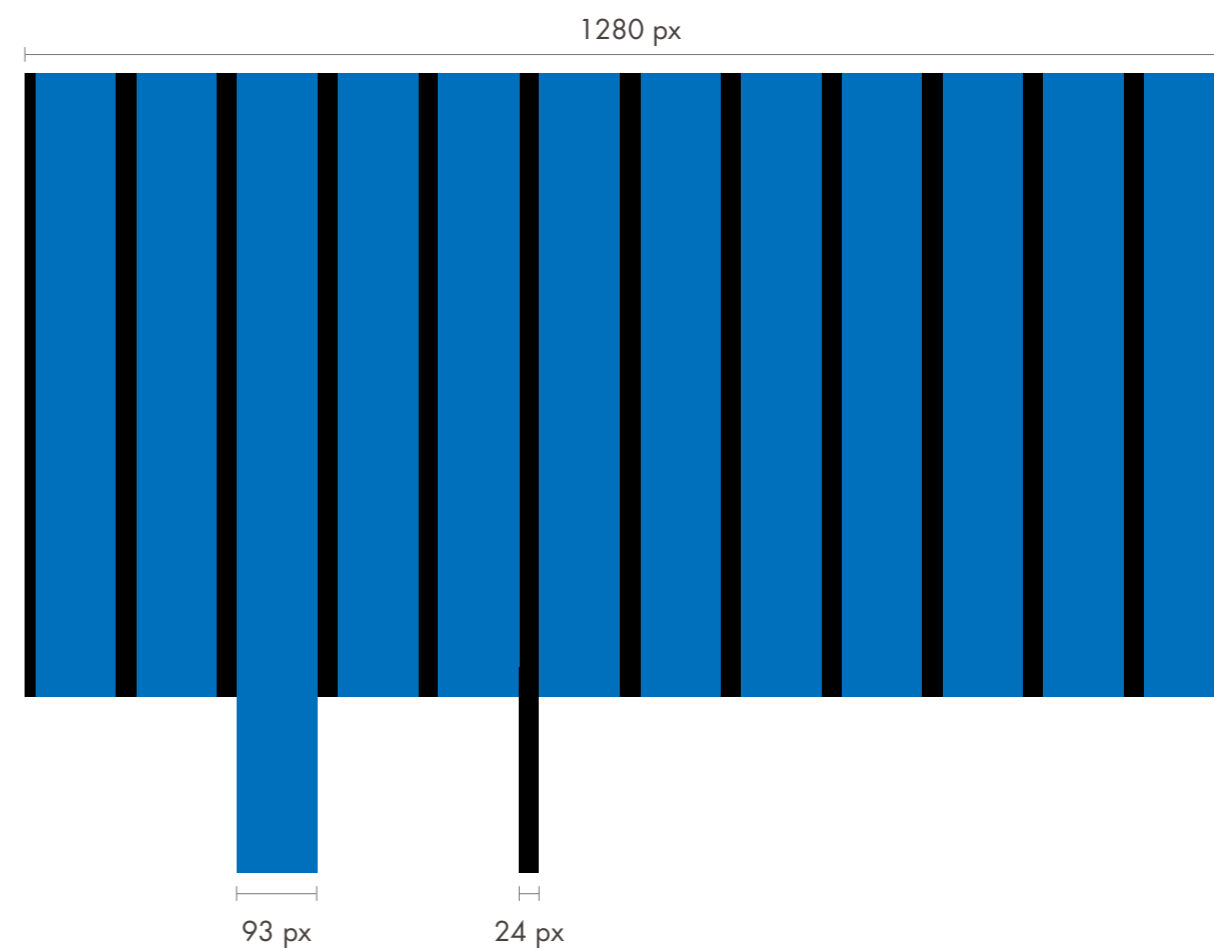
LIQUID LAYOUT VS FIXED GRIDS

In website, theres a difference between a liquid layout and a grid system for design. Since websites are no longer displayed in just computer screens, while designing layouts we have to take care of different screen sizes and display. For this, either we can design using liquid layouts, or by using different layouts for different resolutions (using media querries).

In both the layouts a standard 12 column grid might be used. The difference is in the way we define the column widths. In a liquid layouts, widths are always propotional, or in percentatges, while in a fixed grid, it's a pixel value. For eg, for a screen size of 1920X1080px, if one column width is 192px, we would define the column width as 10% in a liquid layout. For the same scenario in a fixed grid system, we would define the width as 192px.

The difference is realized when the browser width changes dynamically. 10% value is relative, but in fixed grid system, the column width would remain the same, no matter the size of the screen.

Different grids systems are used for different visual designs, and the most common practice is using a hybrid of both — where you define the maximum width of the website margins in pixels while the colums are defined in percentages. This offers you somewhat more flexibility than fixed grid, while maintaining some control over the design as well.

WHY 1280 GRID?

The standard grid used by Lucid was a 1280px wide grid. The developers were seasoned to use the grid and the grid itself is very dynamic. 12 columns give us a flexibility of a liquid layout while 1280 px width makes sure that the design doesn't look bad in new, high resolution computers.

Since Natty would have mobile website itself, the site would have different grid for Mobile website, and for resolutions under 1280px, to save time, we used CSS Media querries to modify our layouts for smaller resolutions. By using media querries, we would save a lot o time by adjusting the layout using code rather than design each page for different resolutions.

6.3

DESIGN DIRECTIONS

Like Branding, we created different design directions for the Home Page to better understand what visual design does the client want her brand to be associated with. I studied different design trends in web design and shorlisted which ones could I use. Since, we didn't have a concrete brand identity developed yet, the challenge was also to create a design direction which is flexible enough so as the Logo and the Website doesn't look too disconnected.

I experimented with different grids, responsive layouts and various type treatments while creating design directions for Natty. This part of the project was where I could take risks, push the limits, and really start with a blank slate — ideologically and visually.
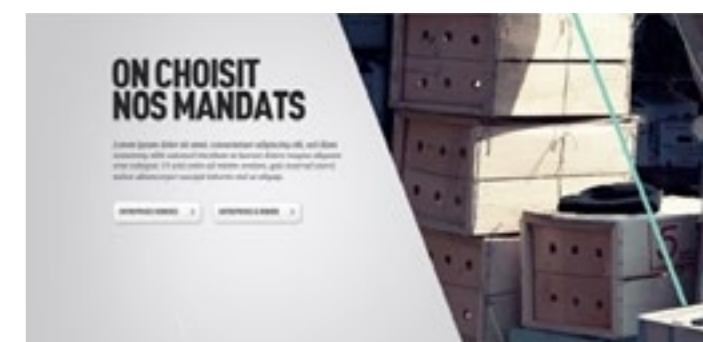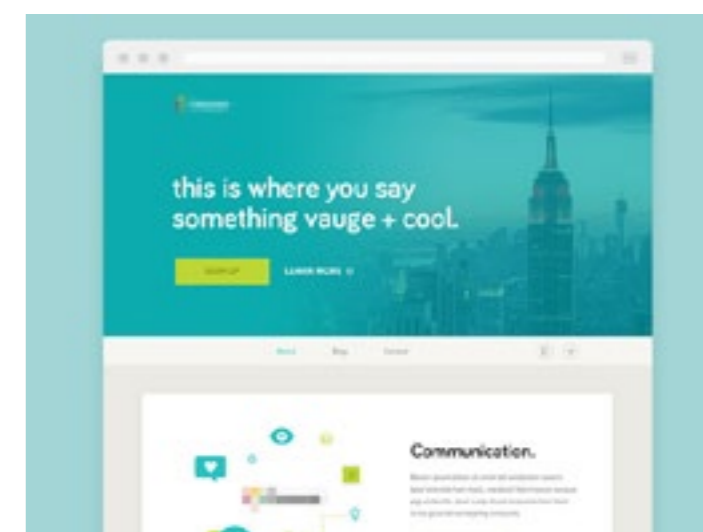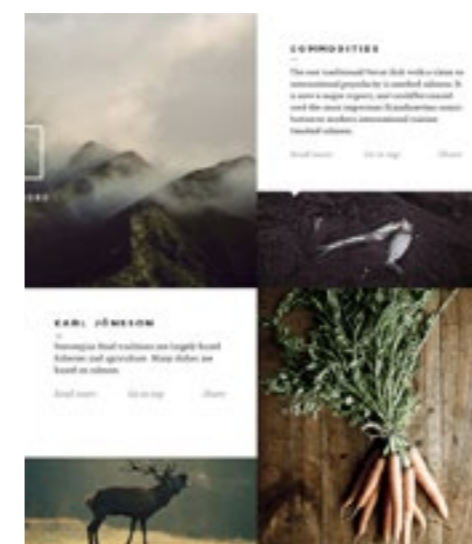
DIRECTION ONE
Pattern, Modern, Modular

The design directions of Natty were done while the branding was still going on. We wanted to simulate the identities that we had designed earlier in the website to pitch to the client.

The first direction was created independently from the identity, but since both were of the same visual style, I used it with the Visual Design.

Since this was the first direction I created for Natty, the copy "Products Created for you, with Love" was written by me. This line, made it's way into the final version of the website.
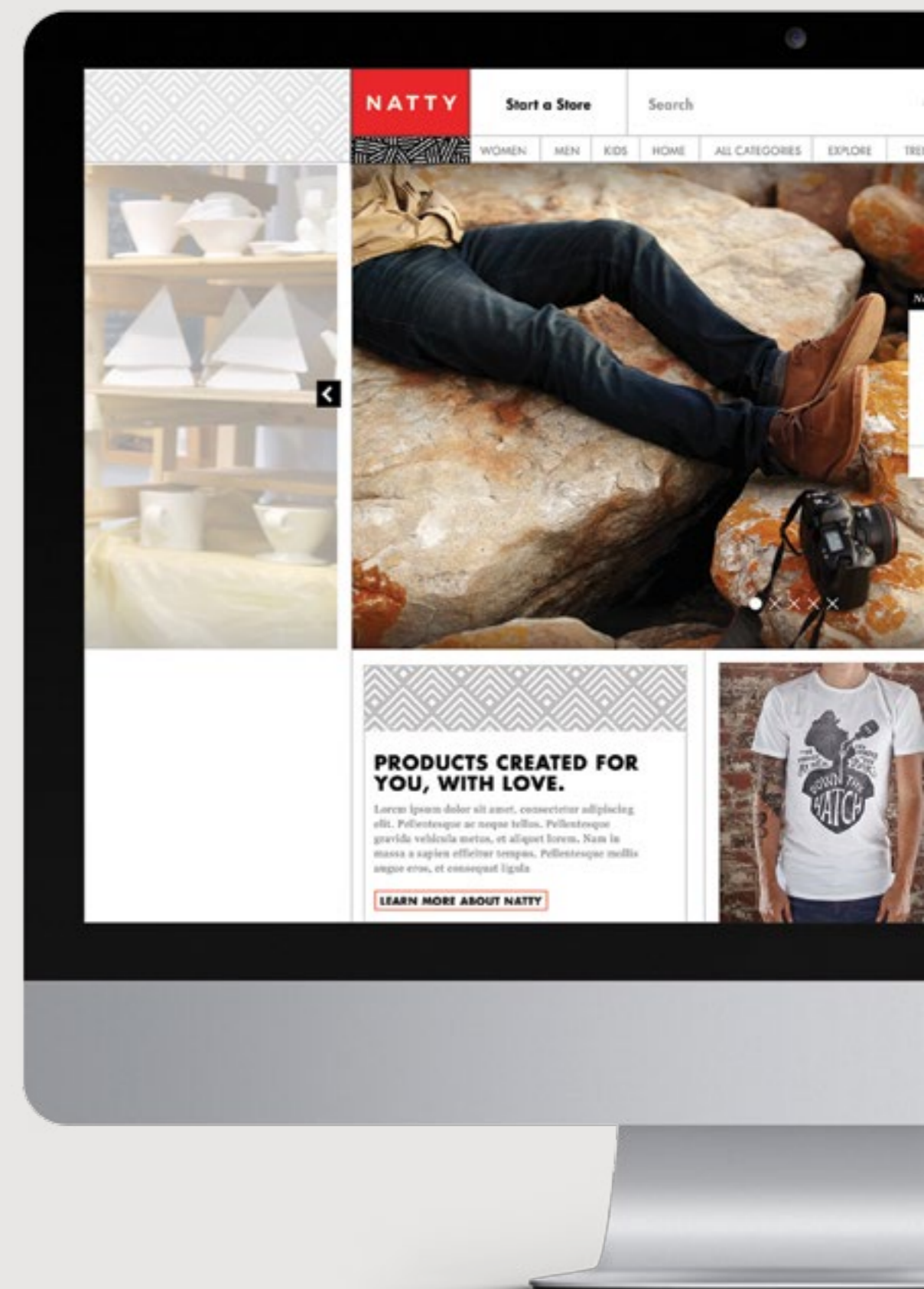
DESIGN DETAILS
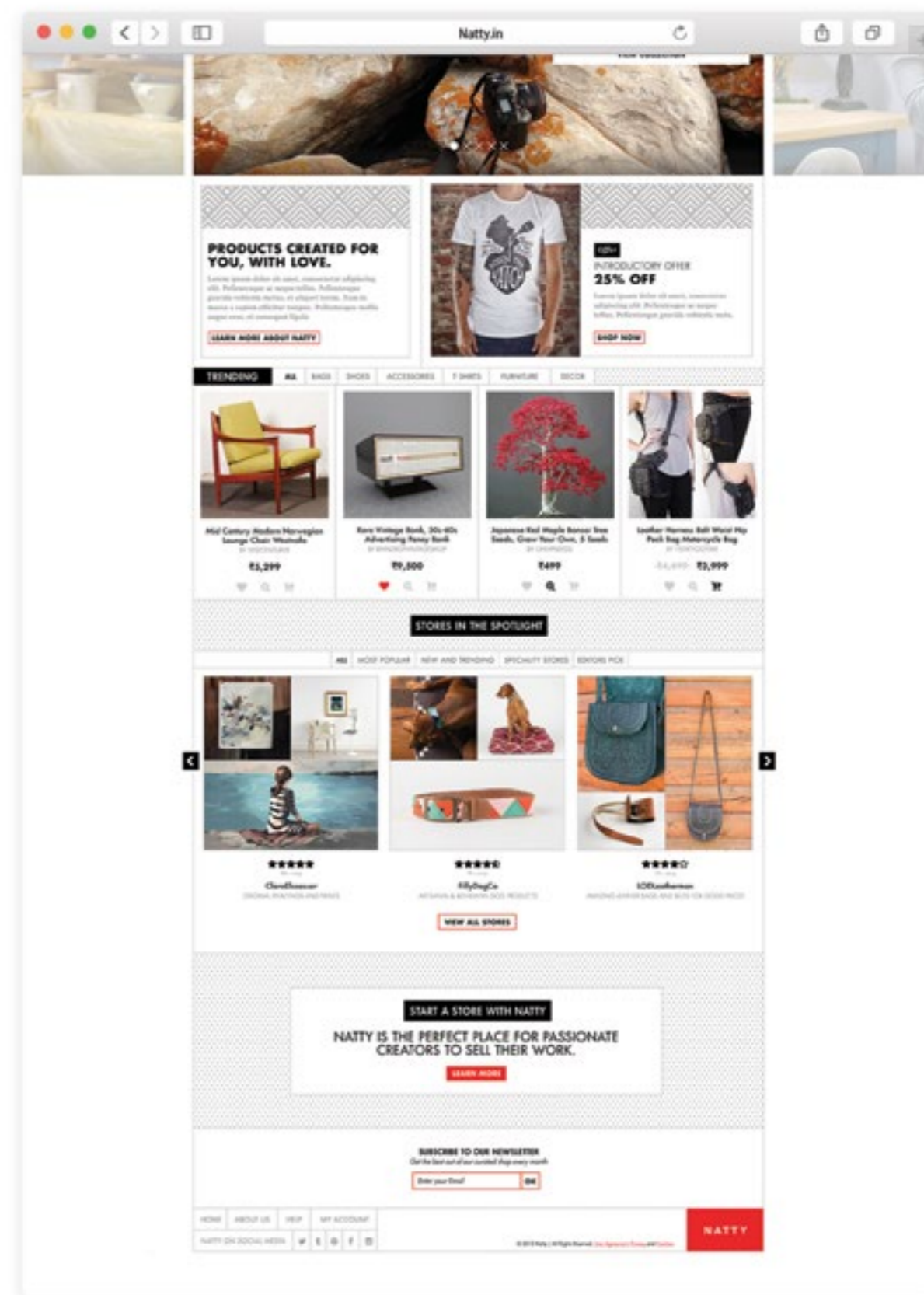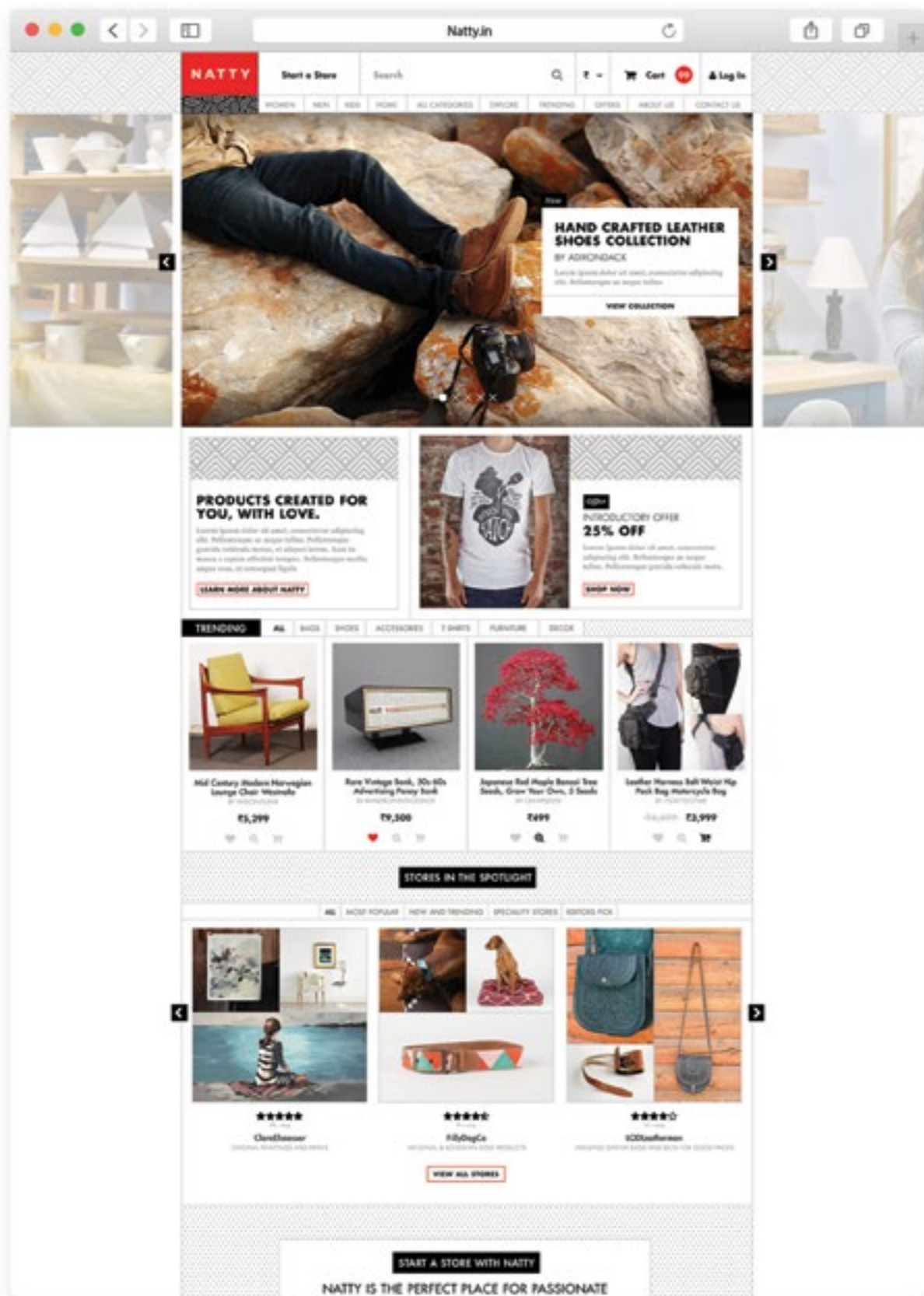
FUTURA STD Georgia
Primary Font **Secondary Font**

DIRECTION TWO
Full Width, Sophisticated, Image Dominant

This second direction was an experiment with full width layouts. These layouts are fluid and it was to change with the width of the screen. The content and frame sizes were taken considering that.
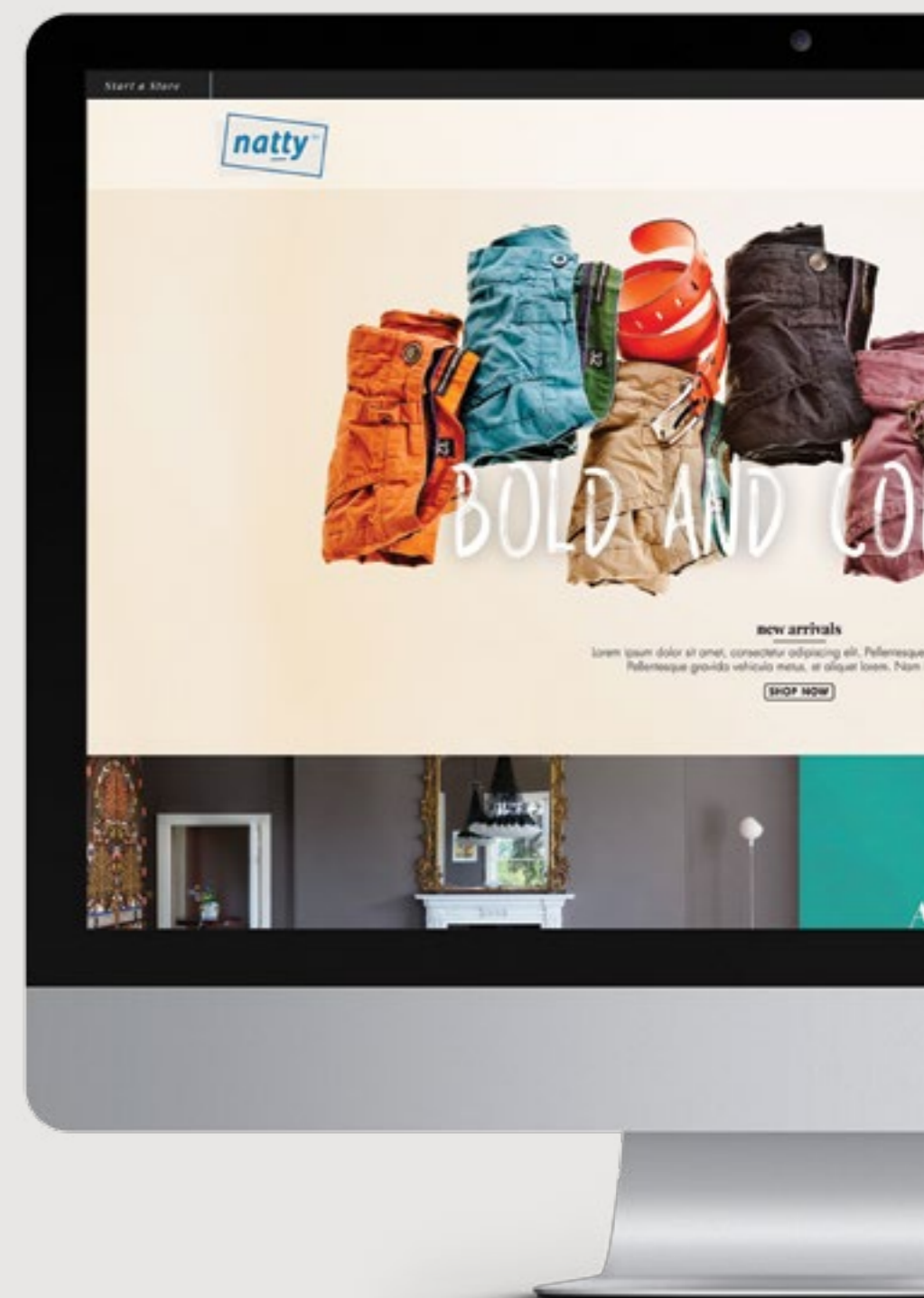
DESIGN DETAILS
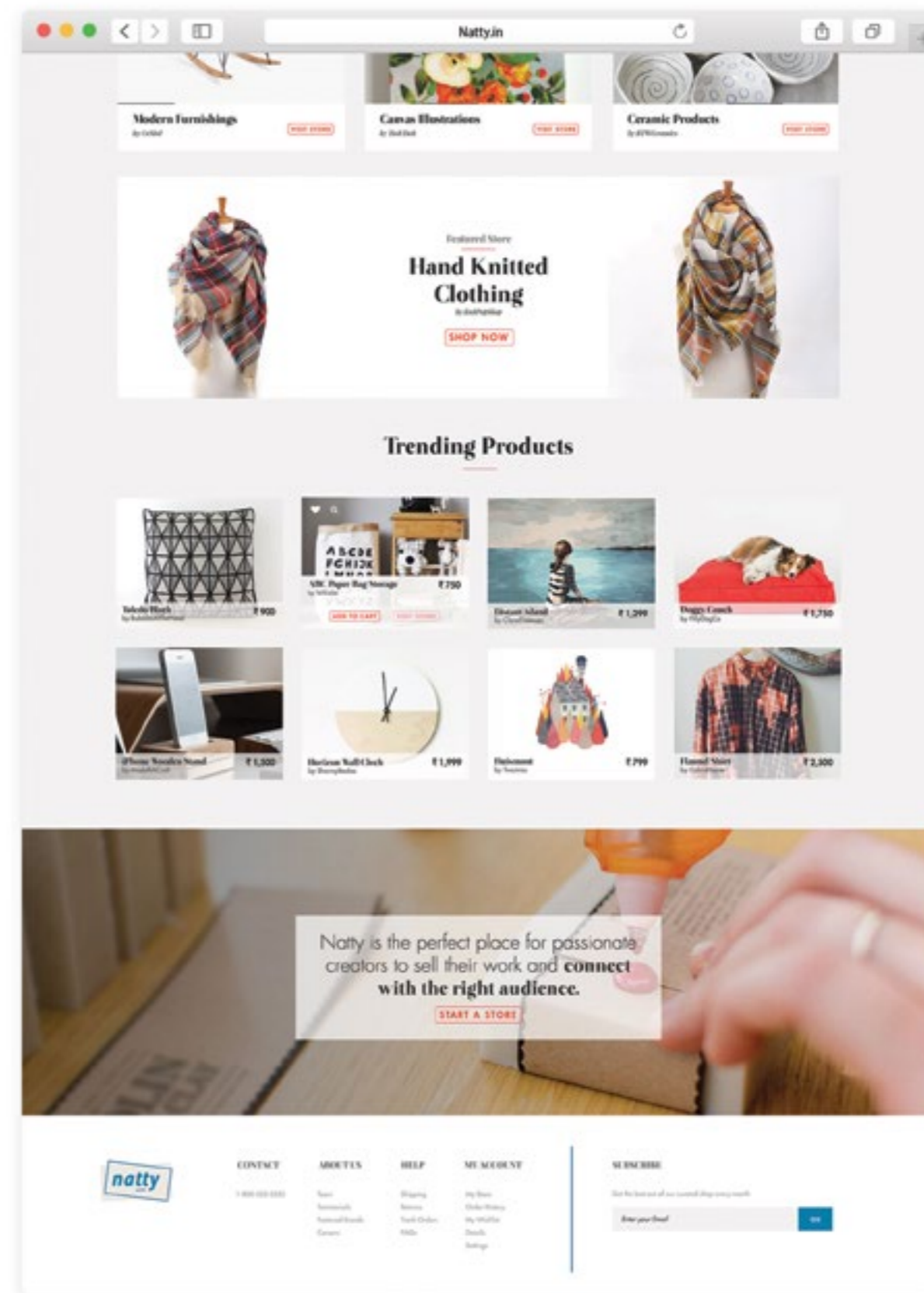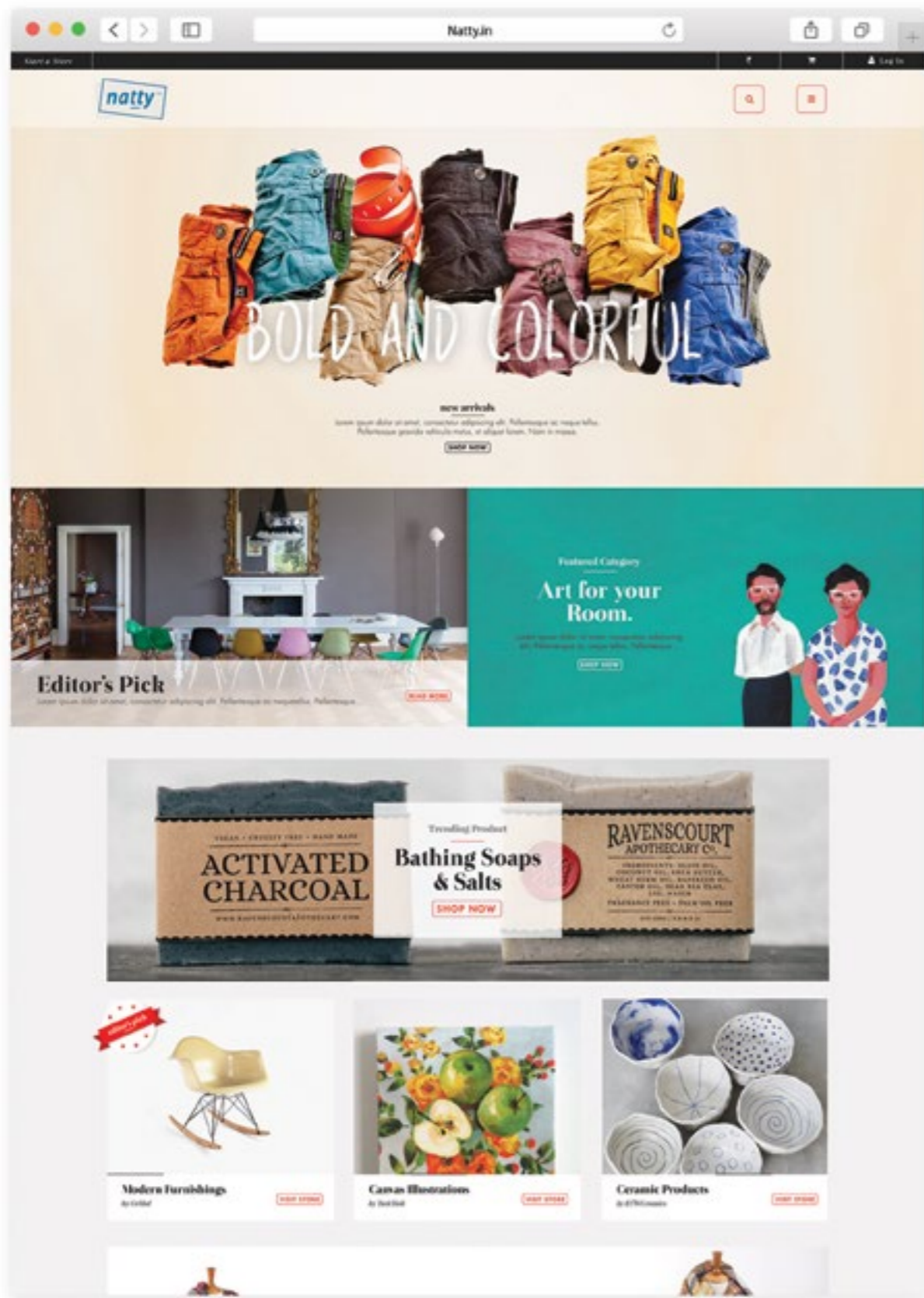
Otama
Primary Font

Futura
Secondary Font

Georgia
Tertiary Font

DIRECTION THREE
Material Design, Masonry, Grid Based,

The design directions of Natty were done while the branding was still going on. We wanted to simulate the identities that we had designed earlier in the website to pitch to the client.

The first direction was created independently from the identity, but since both were of the same visual style, I used it with the Visual Design.
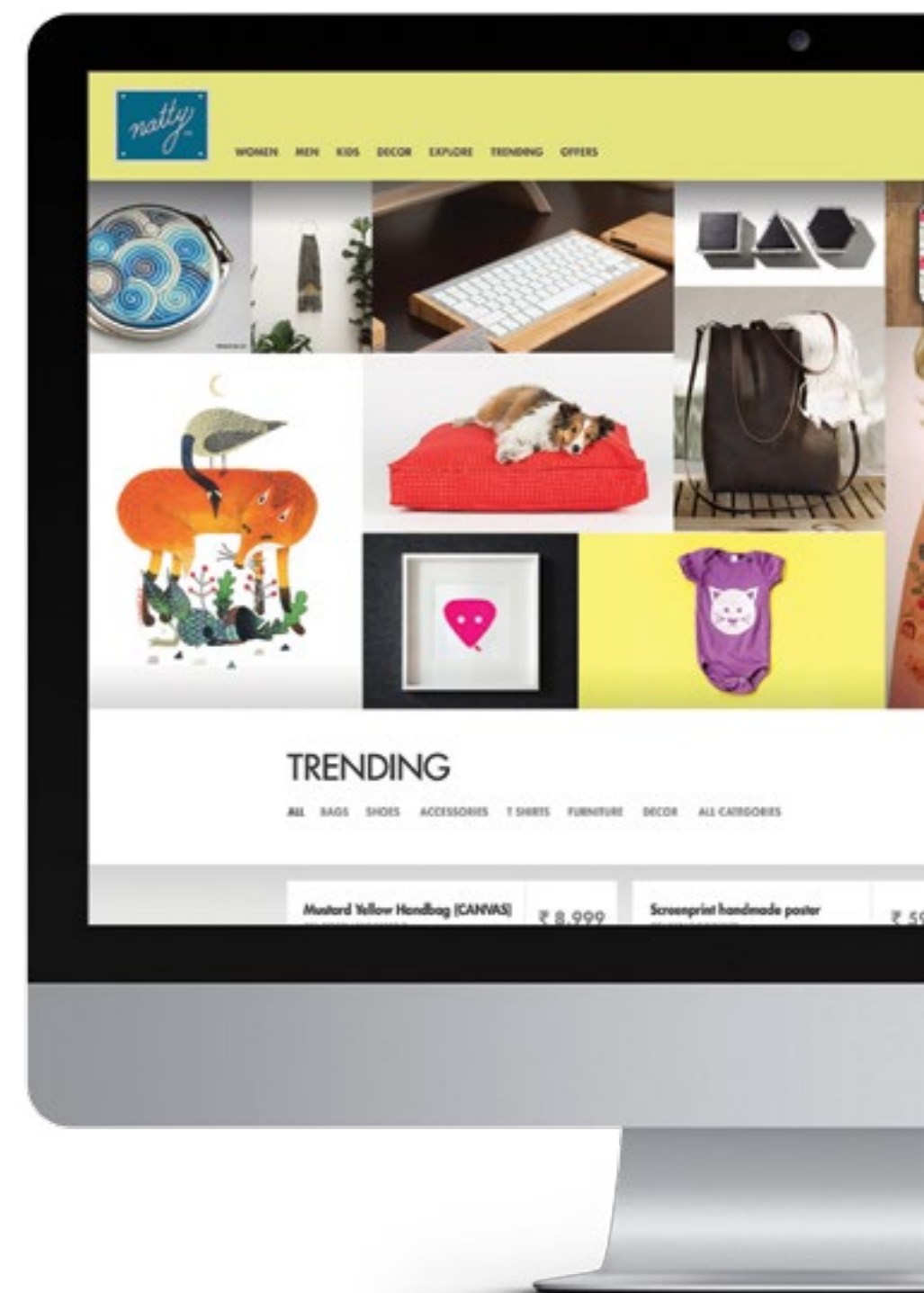
DESIGN DETAILS
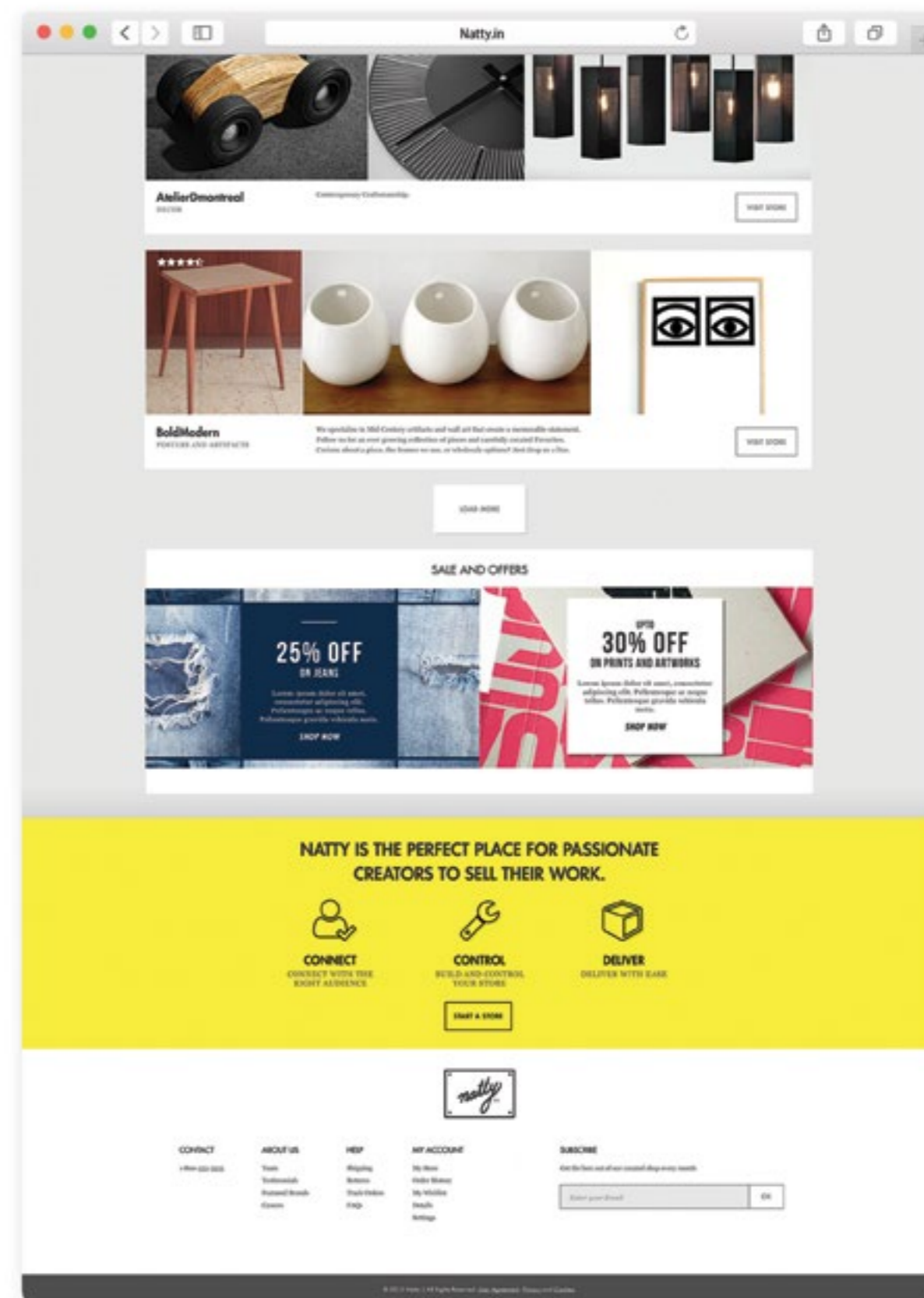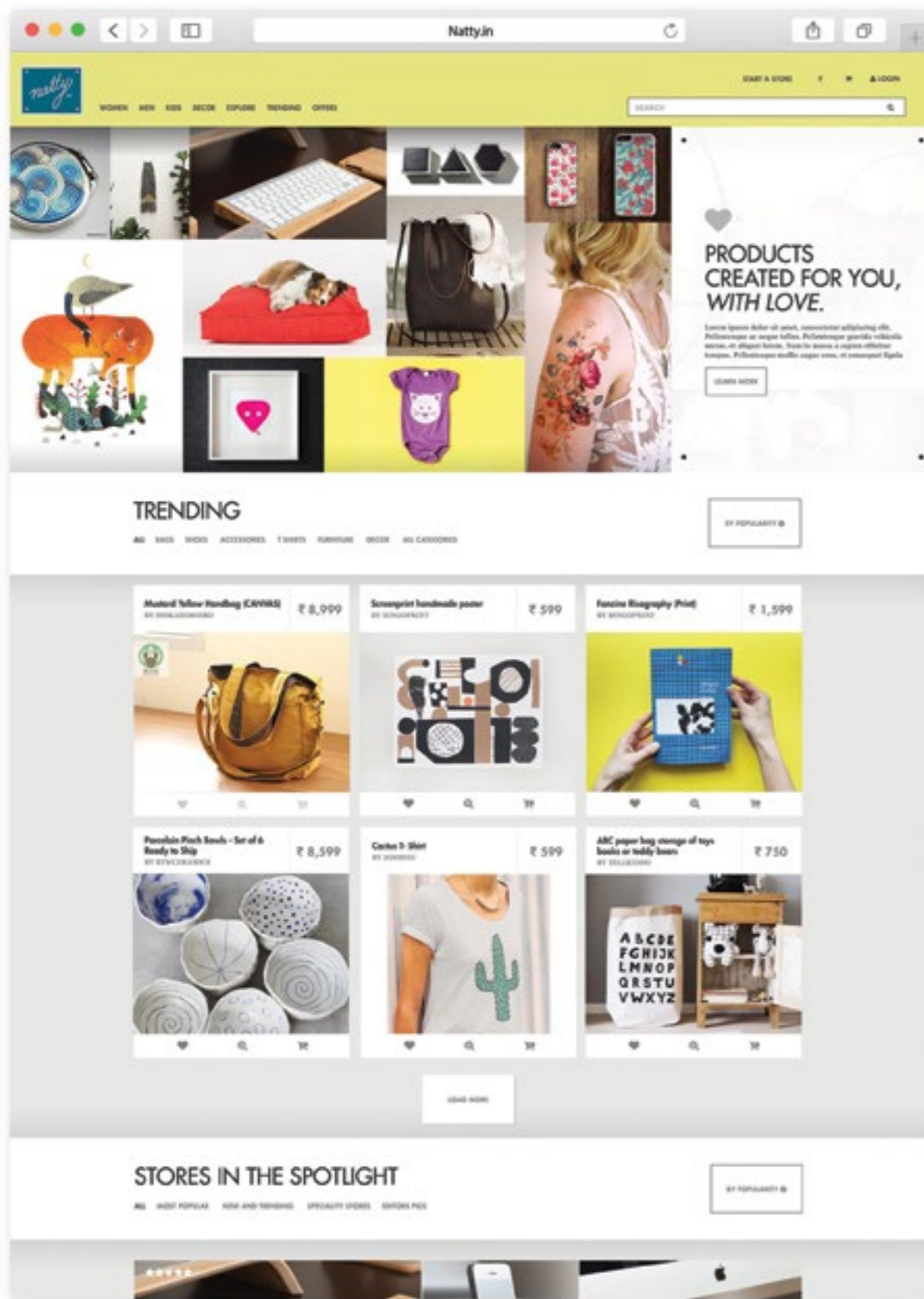
FUTURA STD Georgia
Primary Font **Secondary Font**

6.4

FINAL DESIGN DIRECTION

The Final design direction is an evolution of third direction. We discussed the directions with the client and on the basis of her feedback we evolved the direction to better suit client's vision.

The final design direction takes cues from all the concepts pitched earlier. It's made on a 1280px grid with 12 columns.

The colours used help the products stand out. The website on the fundamental level is inspired by material design, and heavy consideration is put into thinking what material[†] (eg. Product Card) goes where. Colours were chosen to create a background-foreground space making user interactions easy and intuitive. Light shadows were used to indicate depth in some places.

† In material design, a material refers to a card-based motif that is treated like a layer. A material is considered a sold object and is rendered like one. It casts shadows and it can move on all X, Y and Z axis. For more information, check out Google's Material Design Guidelines
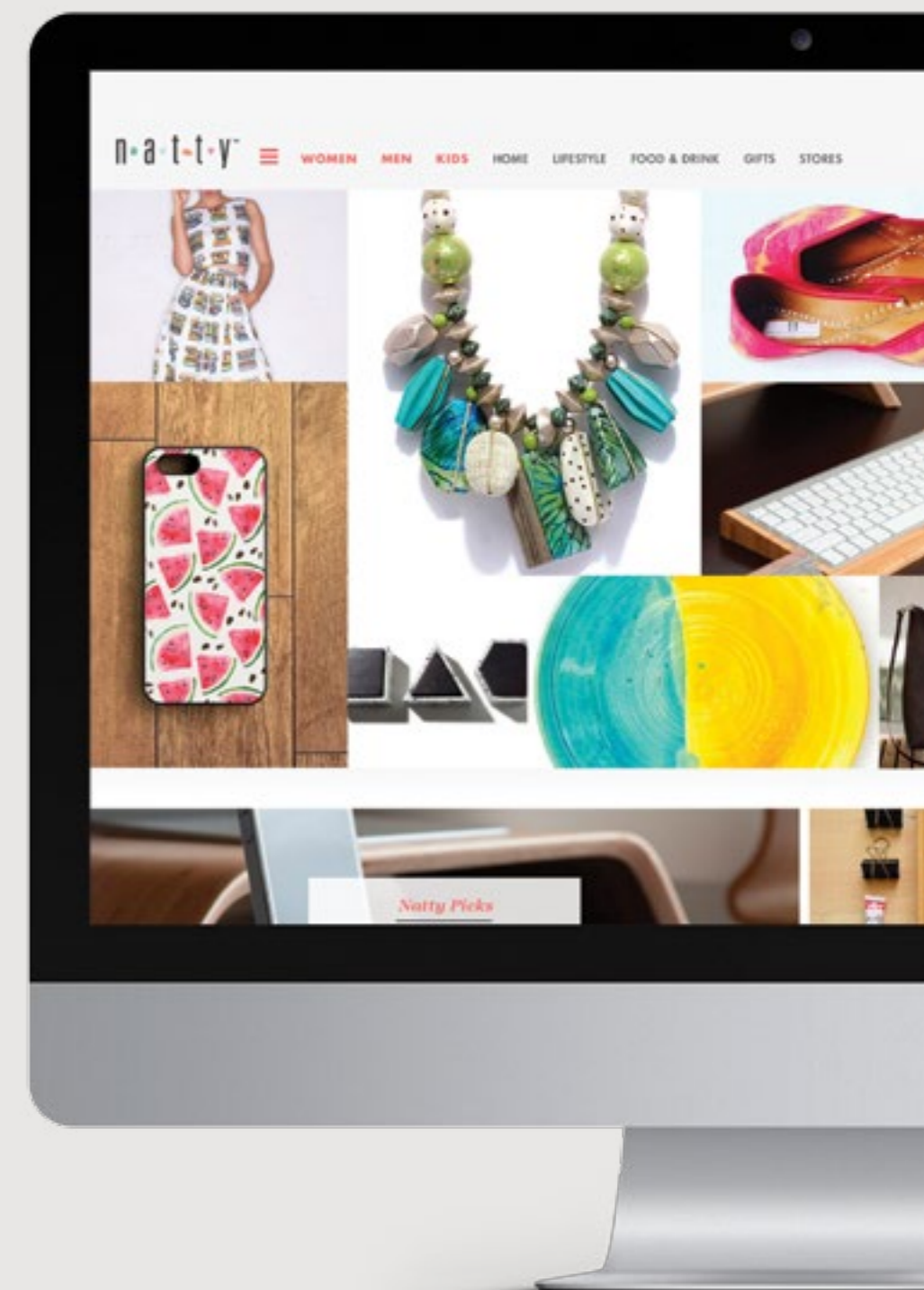
DESIGN DETAILS
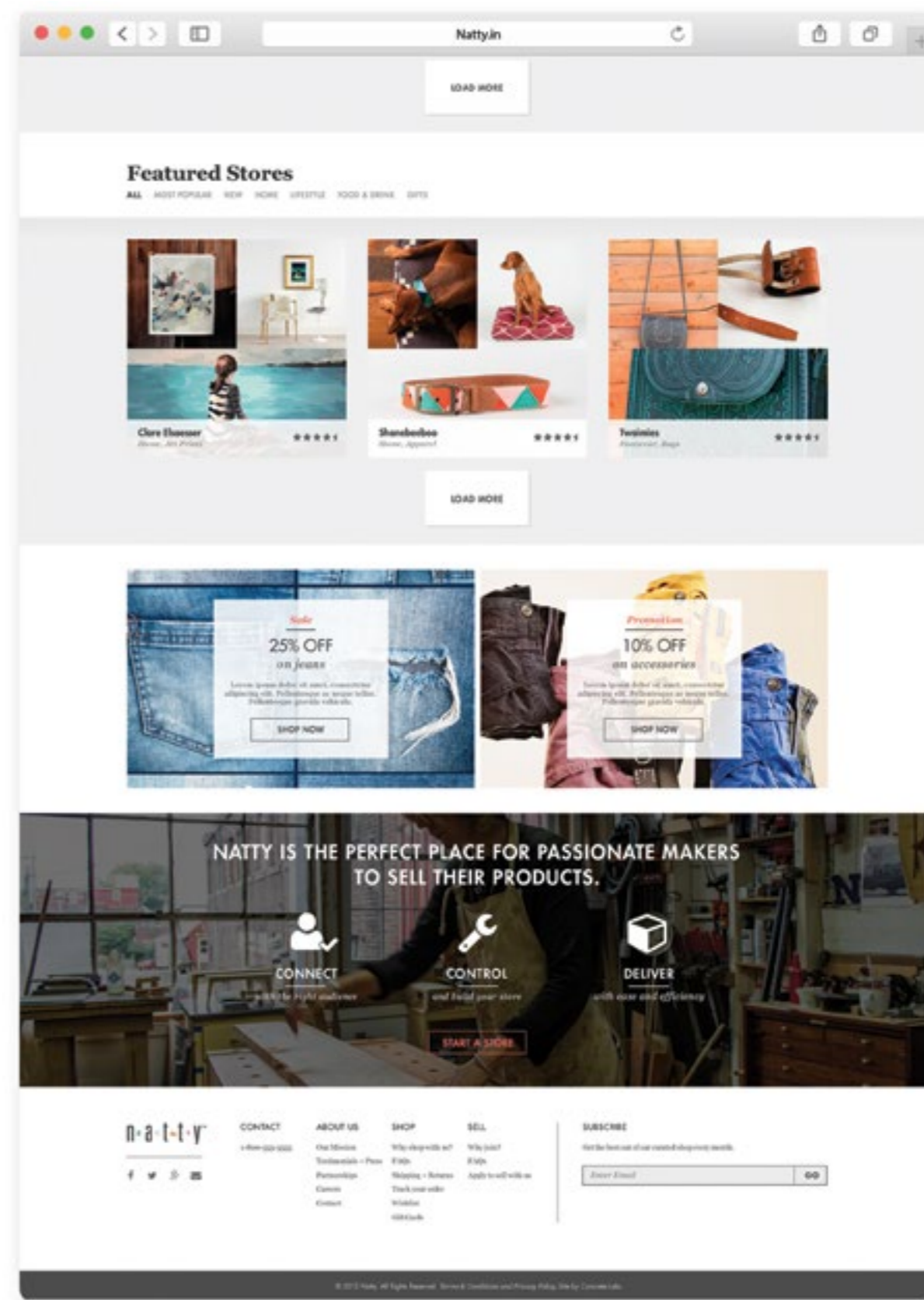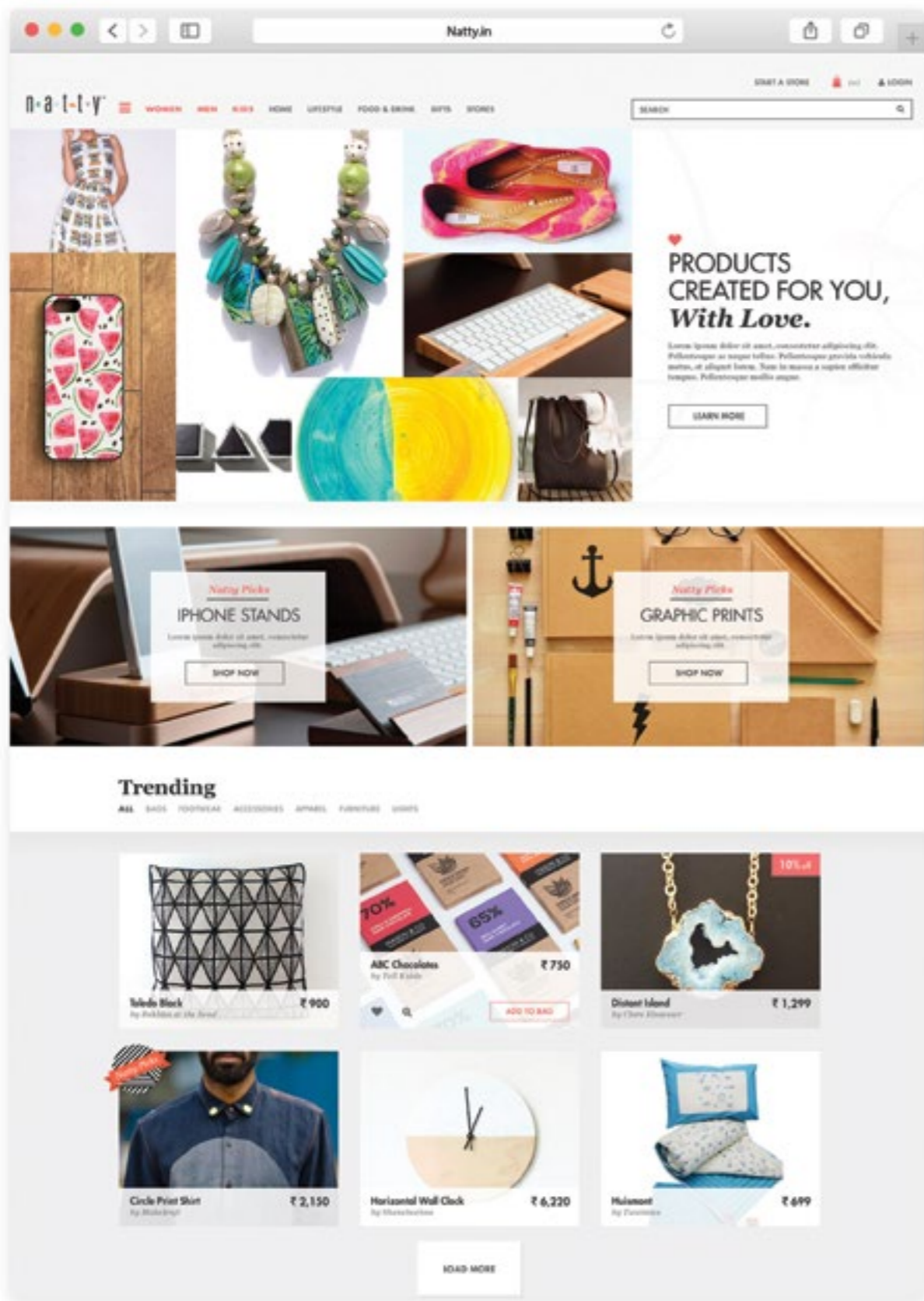
FUTURA STD

Primary Font

Georgia

Secondary Font

TYPOGRAPHY

FUTURA STD   Georgia
Primary Font   **Secondary Font**

We had observed that the combination of Futura and Georgia was very well recieved by the client, and it was something that she had appreciated in the design directions earlier. Futura looks elegant and had goo readability on the screen. It looks stylized without looking fancy, and overall has a sophistication that is demanded from the brand.

Georgia compliments the geometric and bold forms of Futura with it's delicate serifs. Classy and timeless, the font works very well with Futura and overall the combination gives a good feel to the brand, as observed by the client.

COLOUR SCHEME

#70b7a3	#eeeeee	#262626
#f19667		#666666
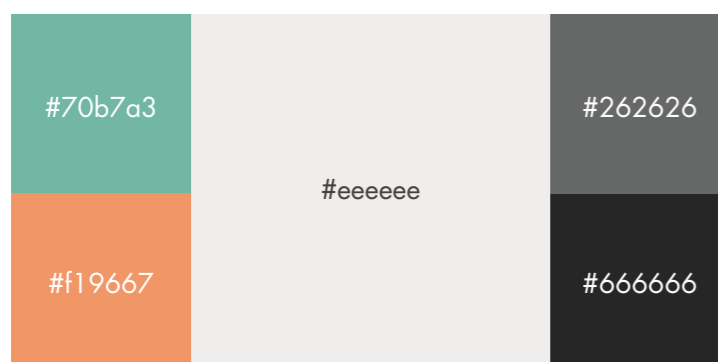
Since we wanted products to stand out from the foreground, we used a light grey background with salmon and pastel green accents to highlight and create heirarchy. Along with these two darker greys were used for text and subheadings. The colours used are derived from the identity that was selected by client.

VISUAL LANGUAGE

36 PT **Main Category**

12 PT ALL CATEGORY   CATEGORY   CATEGORY   CATEGORY   CATEGORY

Trending

ALL   BAGS   FOOTWEAR   ACCESSORIES   APPAREL   FURNITURE   LIGHTS

Featured

ALL   BAGS   FOOTWEAR   ACCESSORIES   APPAREL   FURNITURE   LIGHTS

Toledo Black
by Bubbles at the head   ₹ 900

Clare Elsaesser
Home, Art Prints   ★★★★✦

Normal   LEARN MORE   PROCEED TO NEXT STEP

Hover   LEARN MORE   PROCEED TO NEXT STEP
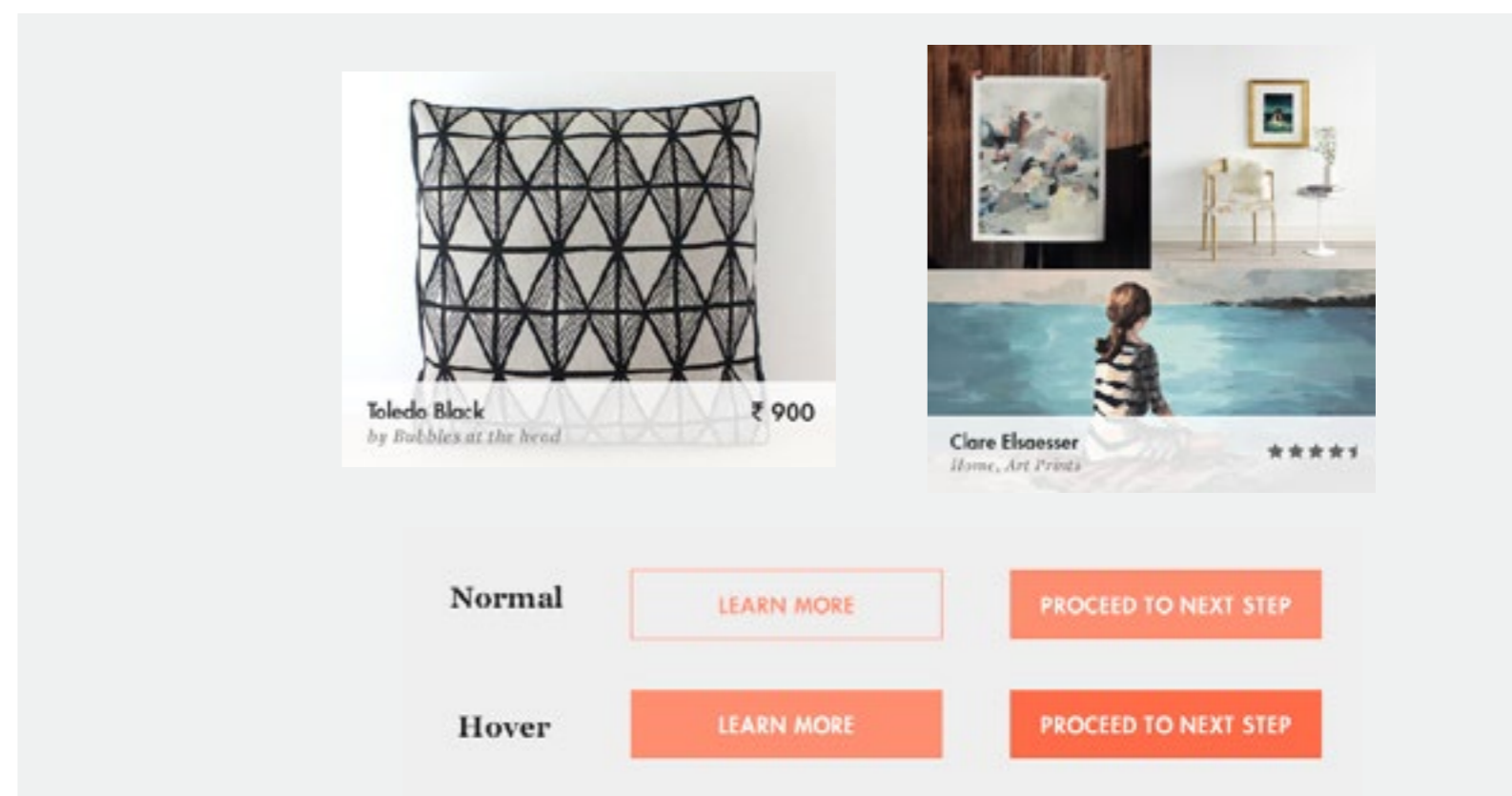
6.5
NAVIGATION MENU

We wanted the Navigation menu to be image dominant. We didn't like the idea of a drop down text menu, and the idea of an icon-first menu was resonating with the brand well.

These icons were constructed on a grid which will be covered in the next chapter. On the right you can see the Lifestyle menu Level 1 and Level 2. The menu would work on Hover with a Javascript called Hover Intent.
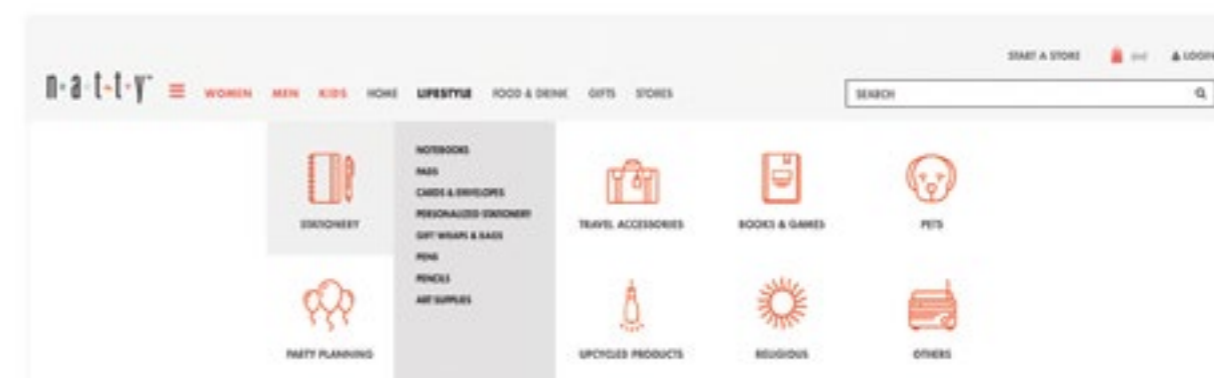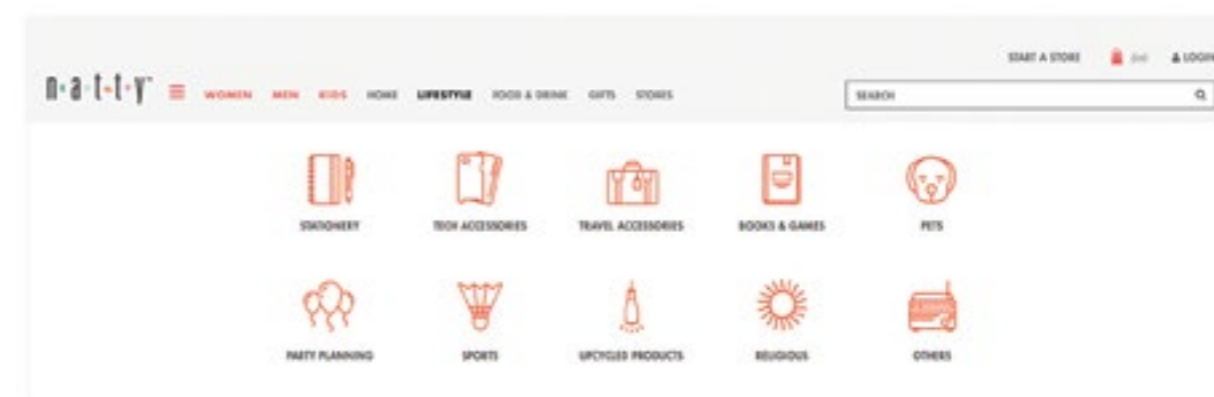
ICON FAMILY

The UI Icons on the website were used from a Font Library called FontAwesome. For icons other than UI icons, we designed a grid system on top of which all the product description icons and menu icons were designed. I created the Grid System under the guidance of Amit, and it helped us get other designer in the team to work on the icons and maintain a visual weight and similarity in the icons.
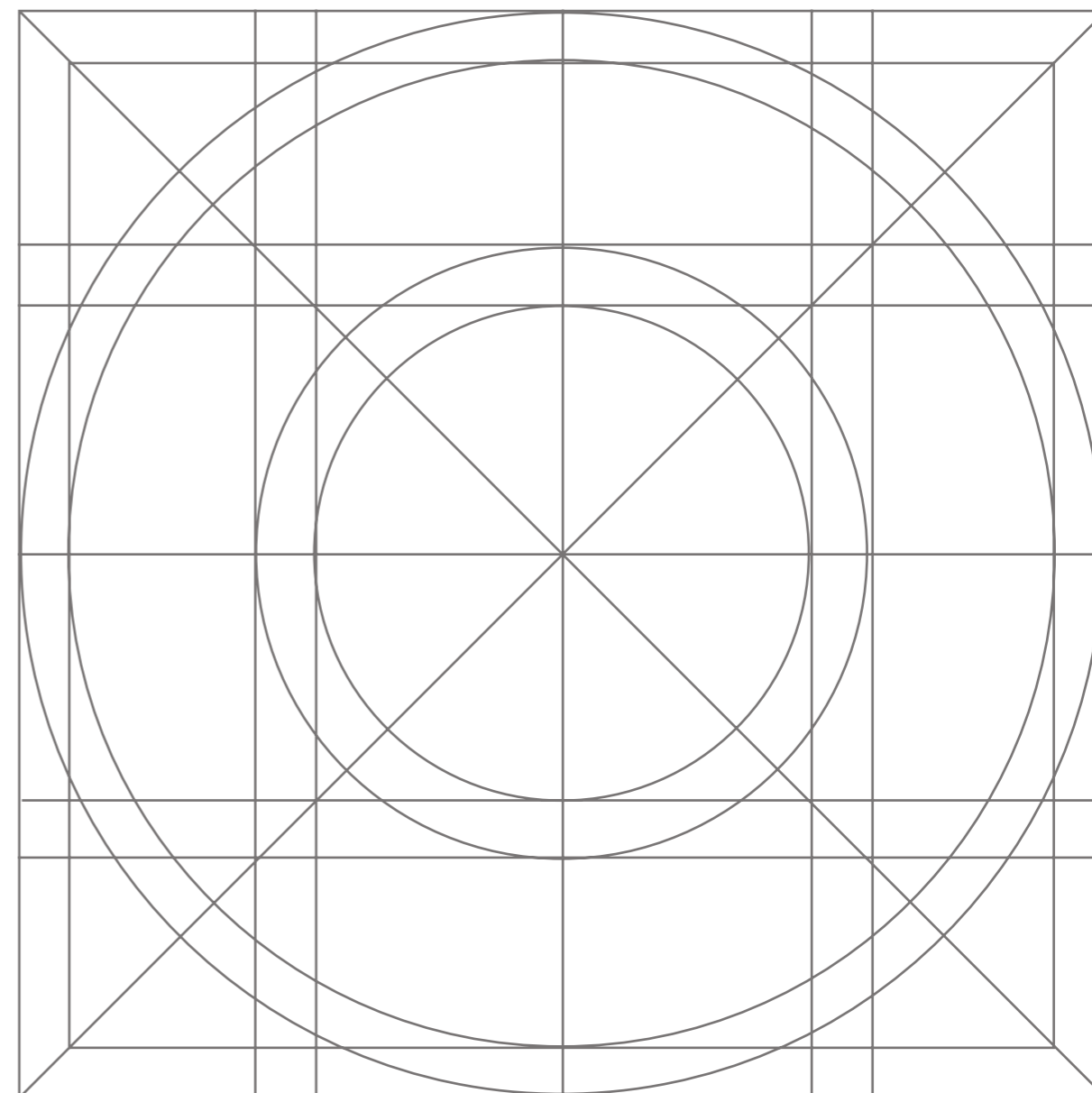
Product Detail Icons

Eco Friendly

Handmade

Customizable

Made In India
(Final)

Natty Exclusive
(Final)
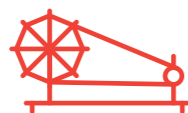
Made In India
(V2)
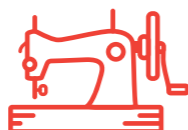
Made In India
(V1)

Natty Exclusive
(V1)

Natty Exclusive
(V2)

Menu Icons (Lifestyle)
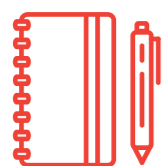
Stationery

Tech Accessories

Travel Accessories

Books and Games

Pets

Party Planning

Sports

Upscaled Products
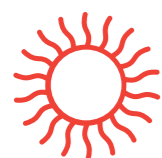
Religious

Others
(Final)

Others
(V1)

Other Icons Designed by the Lucid Team

Apparel (Men)

Accessories (Men)

Footwear (Men)
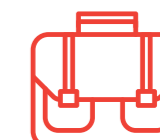
Bags (Men)

Apparel (Women)

Accessories
(Women)

Footwear
(Women)

Bags (Women)

Jewelery
(Women)

Maternity
(Women)

Home Decor
(Home)

Furniture
(Home)

Lights (Home)

Art (Home)

Dining/Drinking
(Home)

Bed/Bath
(Home)

Apparel (Kids)
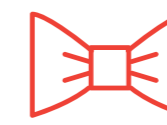
Accessories
(Kids)

Footwear (Kids)

Toys/Games
(Kids)

Bags (Kids)

Room Decor
(Kids)

Babies (Kids)

Confectionery (Food &
Drinks)

7
DESIGNING THE WEBSITE

7.1

CATEGORY AND PRODUCT DETAIL

CATEGORY PAGE

The category pages are the pages the user will land on when they click on a category name. They will showcase the featured products and stores in that category. This page is like a microsite for the category, with different subsections and features.
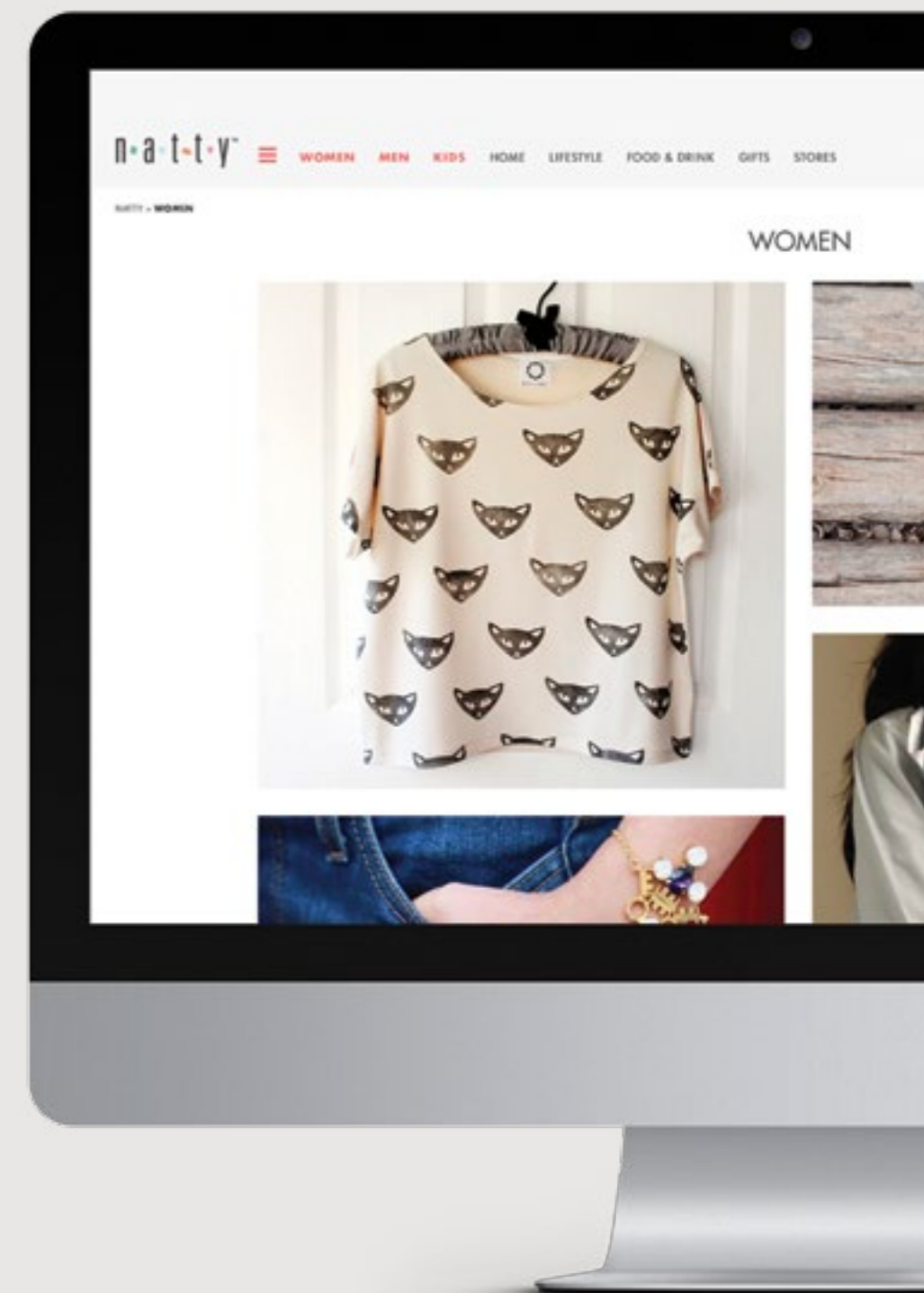
DESIGN DETAILS
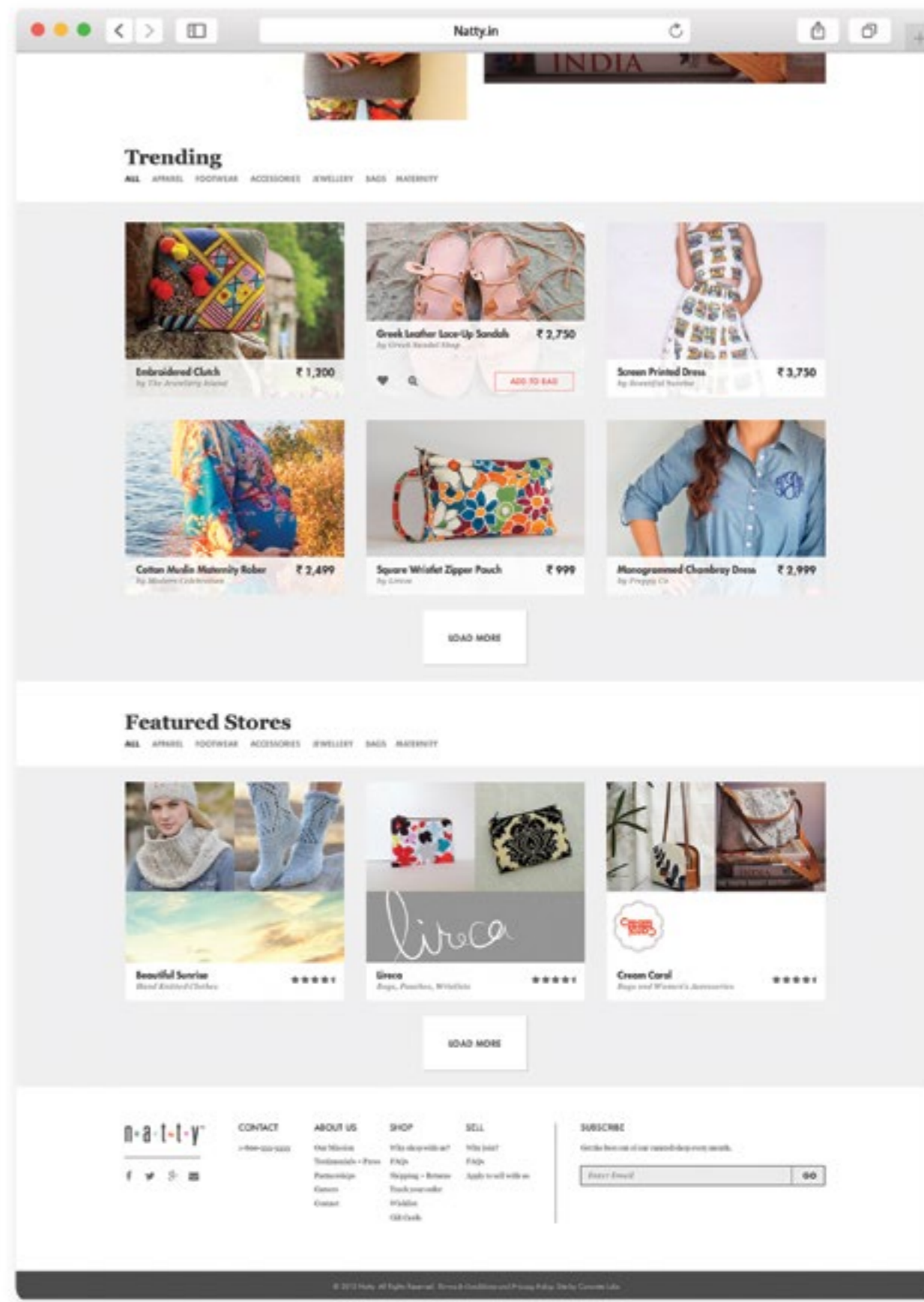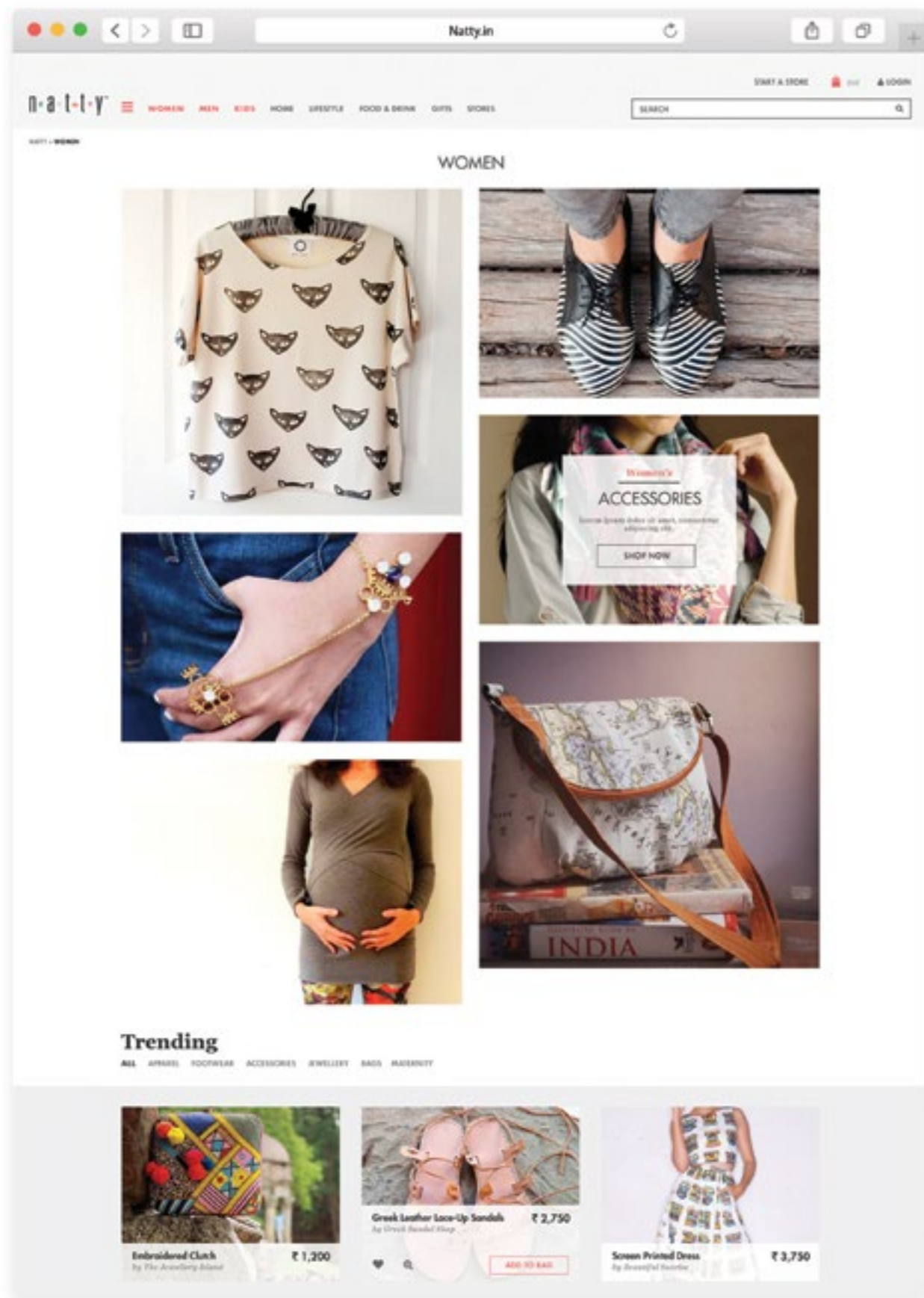
PRODUCT DETAIL

You arrive on the Product Detail page when you click on the product tile. This page contains all the information about the product including it's description, features, reviews, ratings, variants etc. The page was the most challenging as the task was to find a way to structure the information in a structural and hierarchal way. It was crucial that this page looks good as well as it's easy to use.
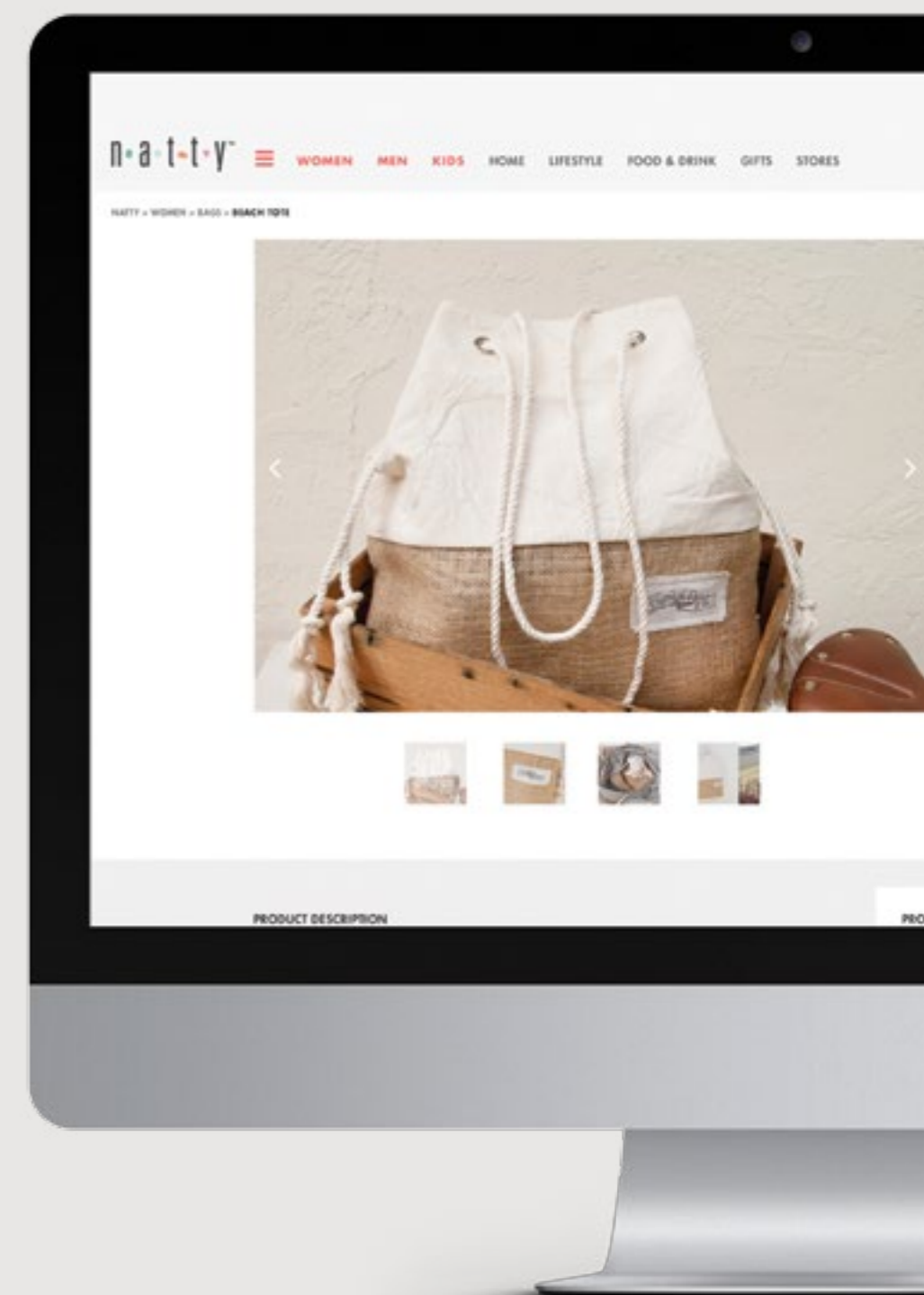
DESIGN DETAILS
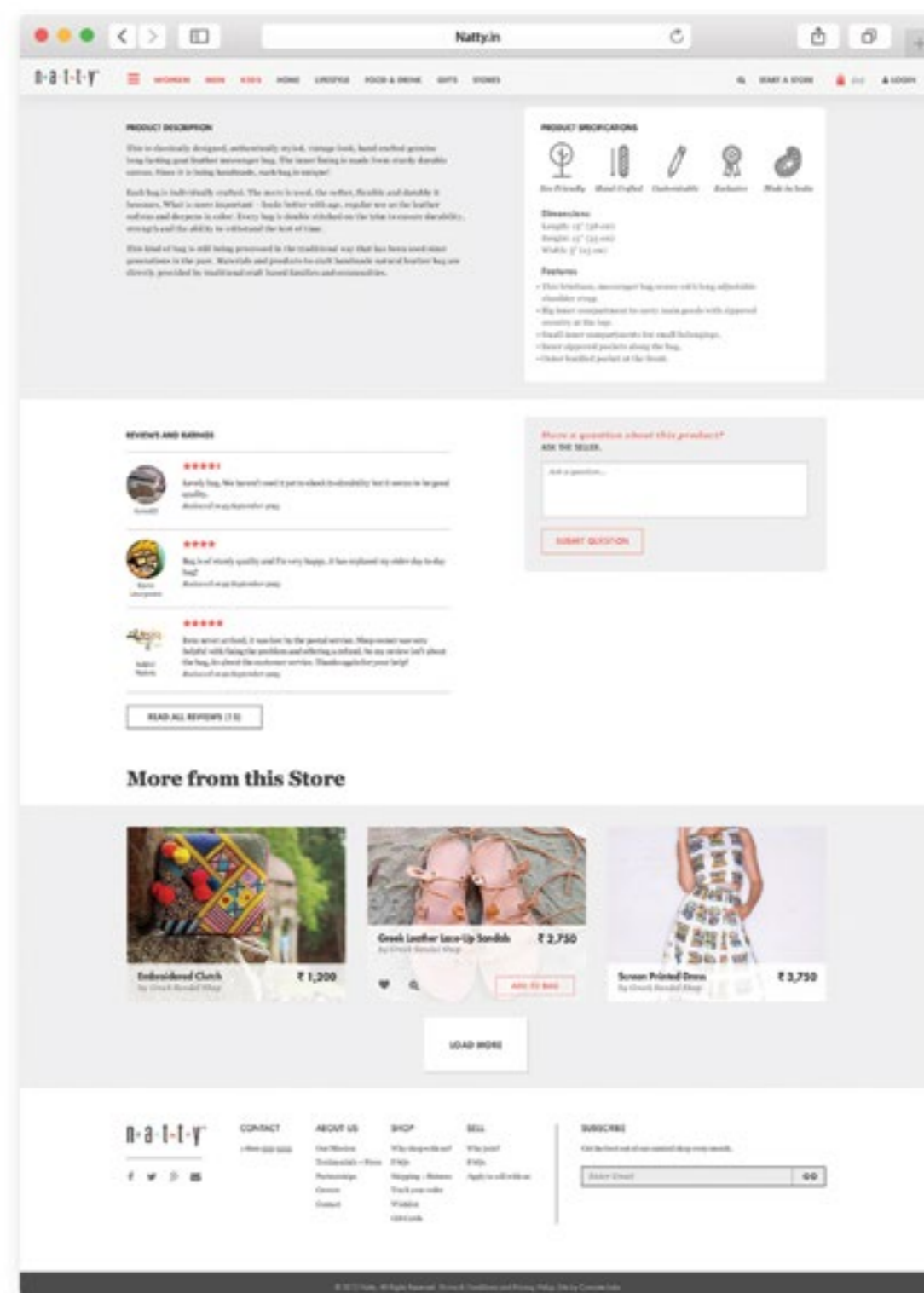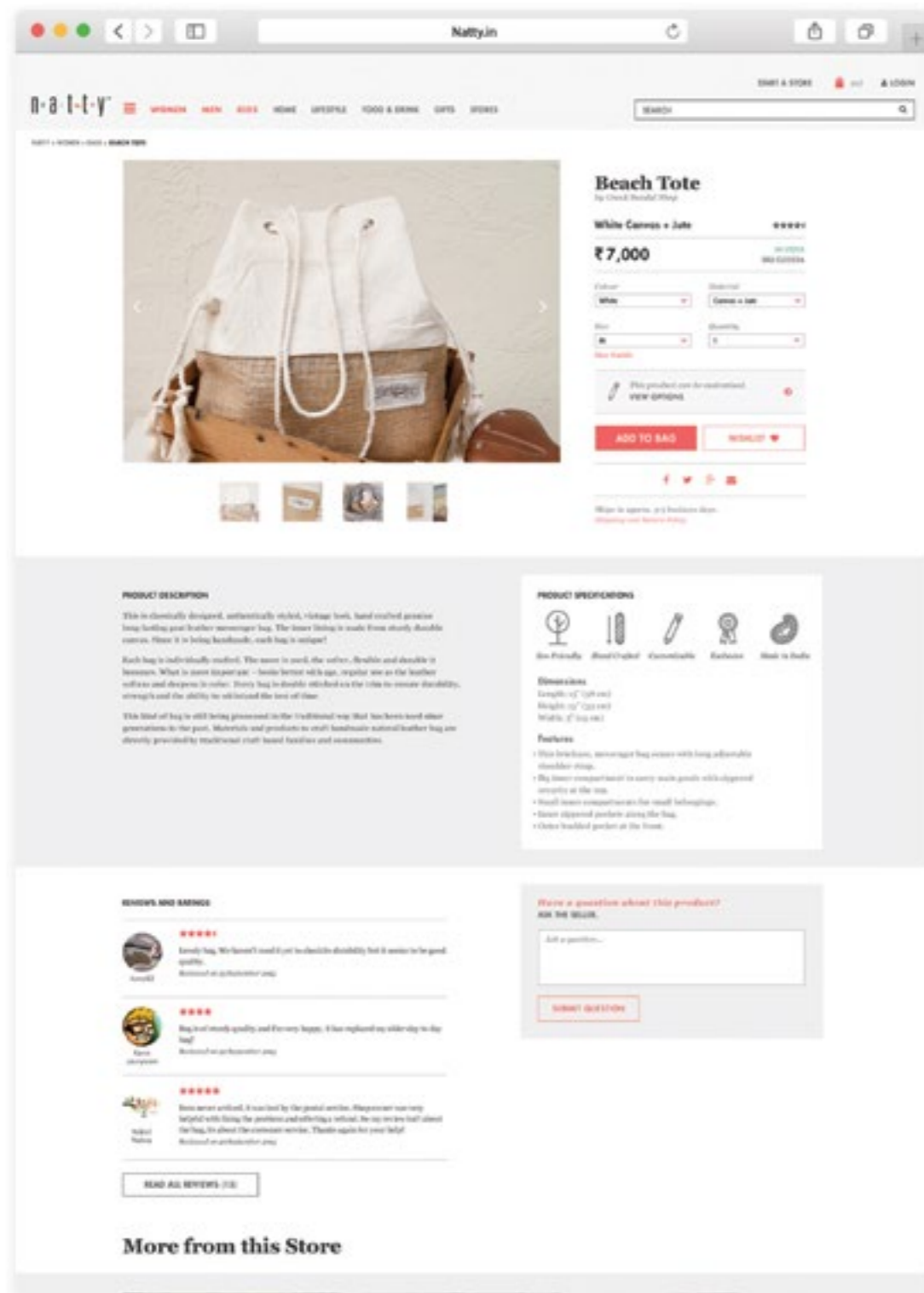
7.2

SHOPPING BAG AND CUSTOMIZATION

SHOPPING BAG

There are two ways to access the cart, or the shopping bag. One is the quick view, which is accessed by hovering on the bag icon on the main Navigation bar. The other way is by clicking on bag icon which redirects you to a dedicated page where you can see details of the products you've added to your bag.
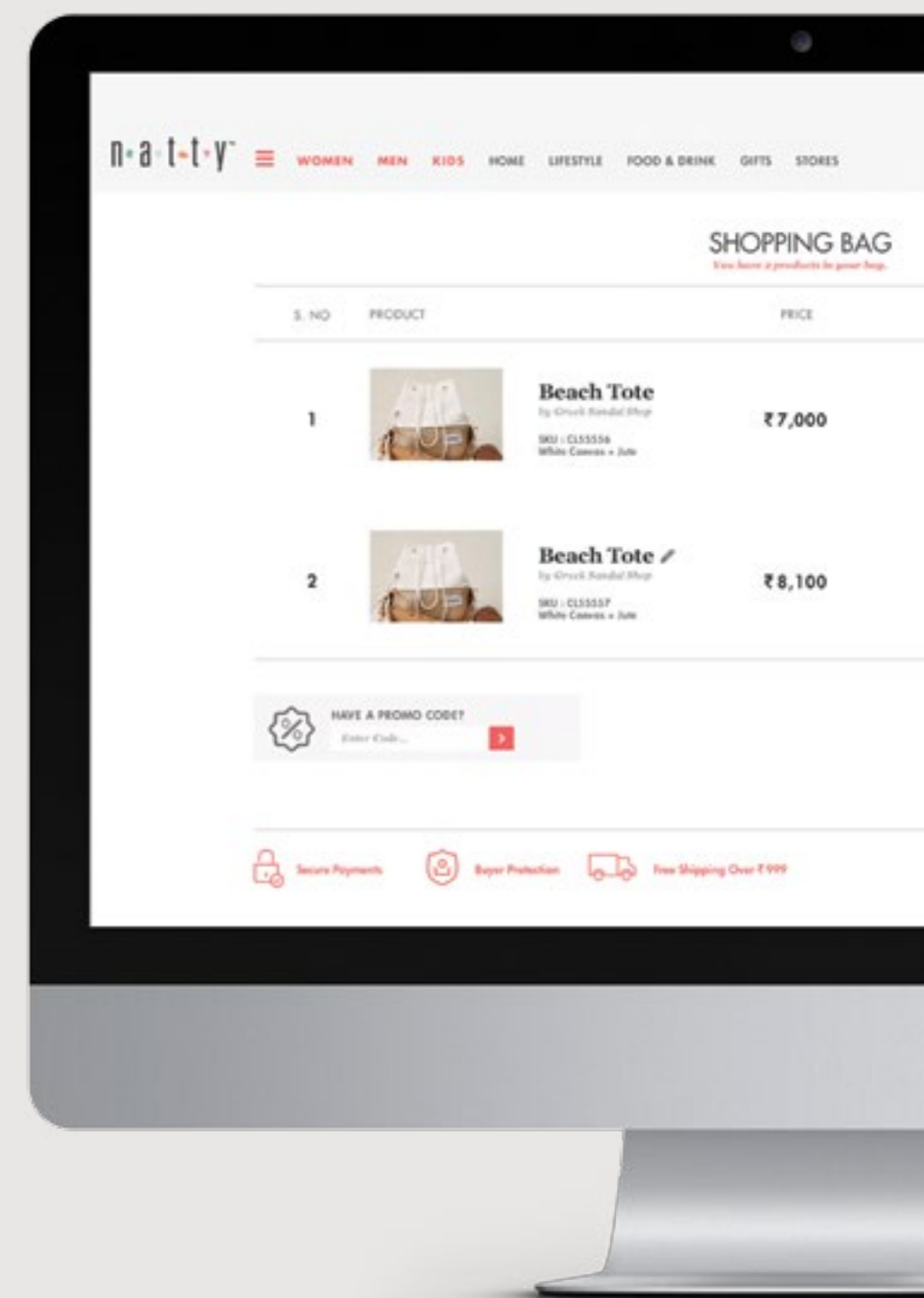
DESIGN DETAILS
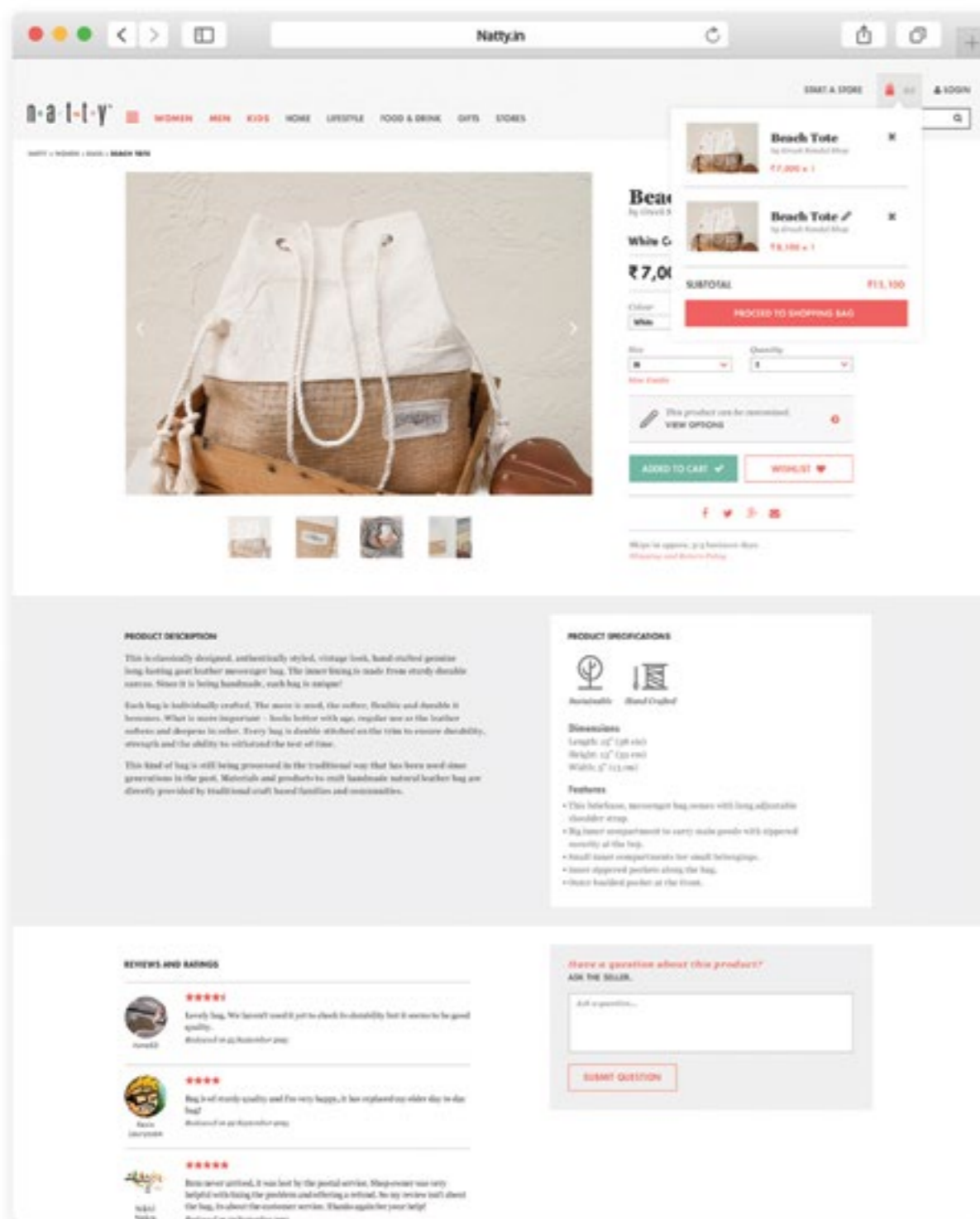
Quick View of Shopping Bag
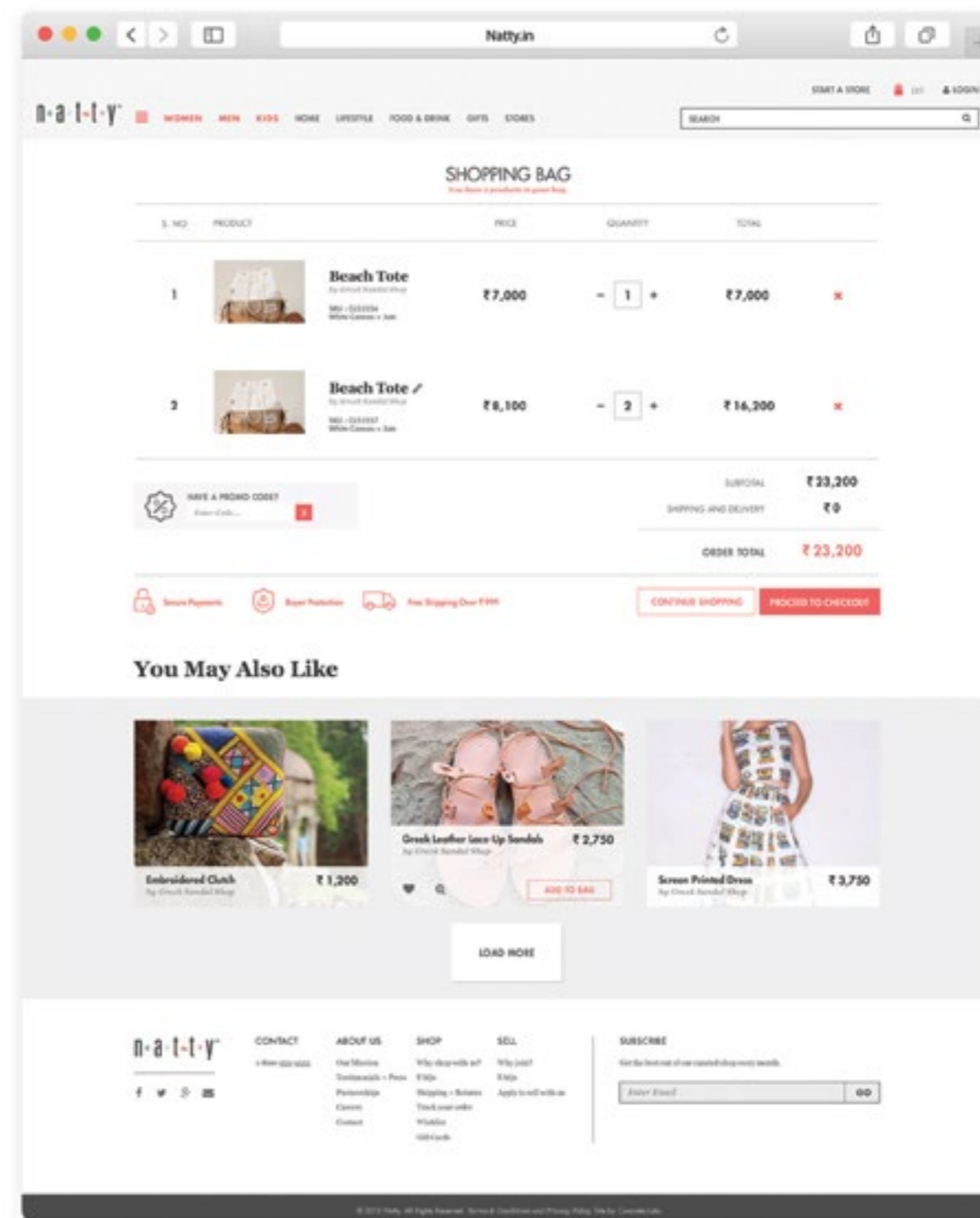
Shopping Bag Page

PRODUCT CUSTOMIZATION

One of the USPs of Natty is that it gives you the ability to customize your own product, if the Seller allows. The seller will give you some presets of customization which you can apply to your products. For eg. requesting the product in a different material, asking for a specific colour, etching a name etc.
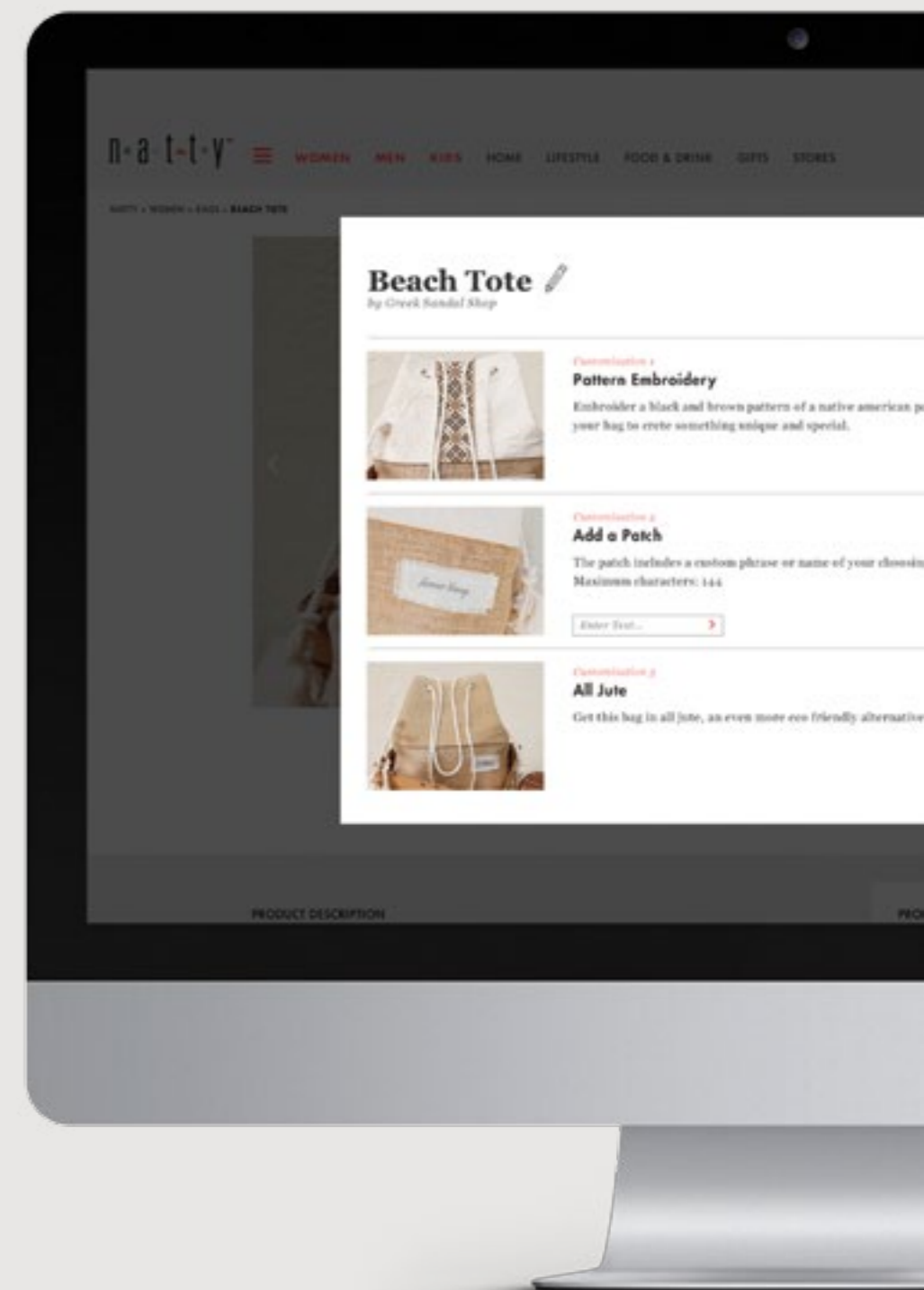
DESIGN DETAILS
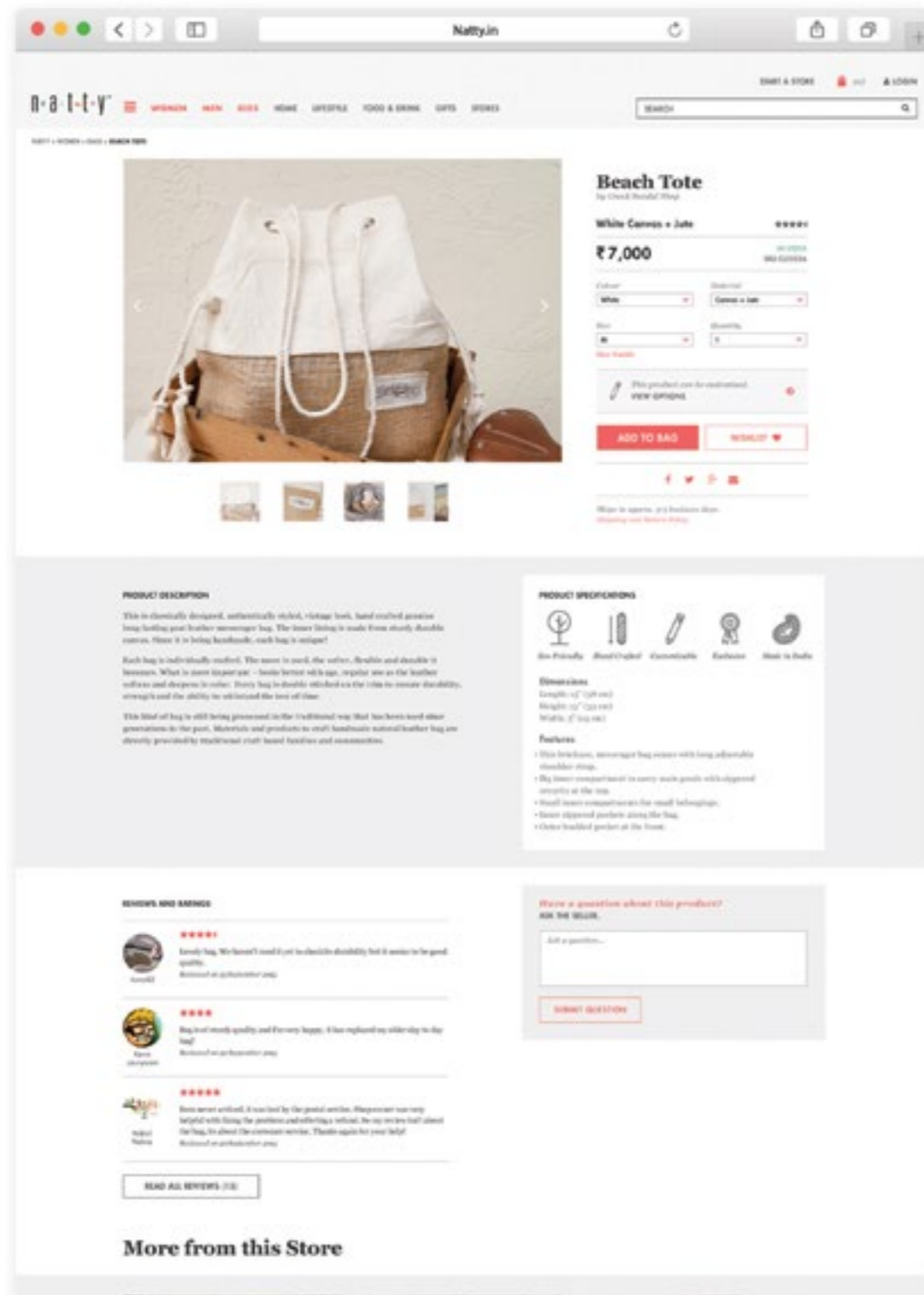
The customization layer appears when you click on customization on the Product Detail page.
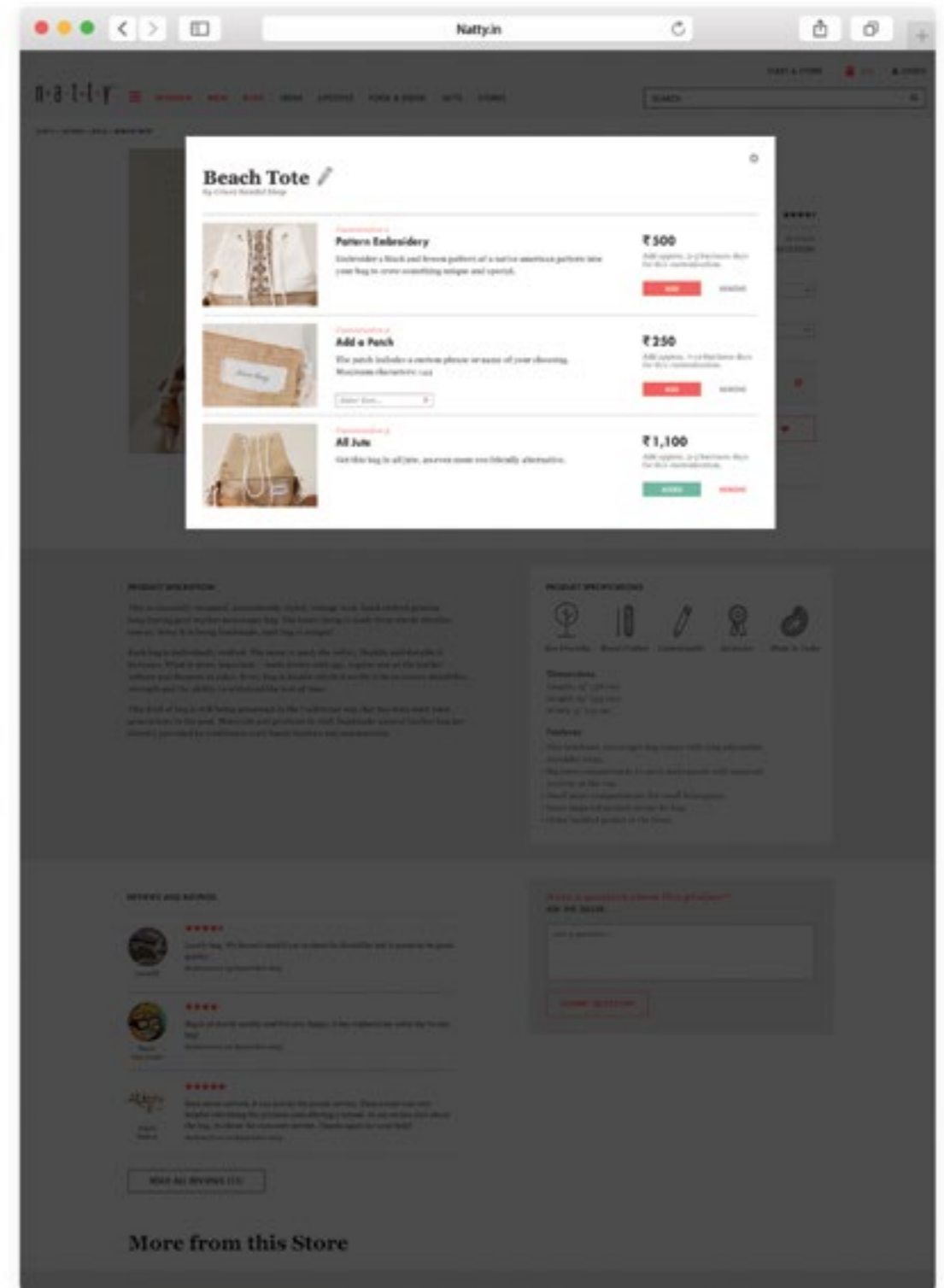
7.3

CHECKOUT AND PAYMENT

The checkout and payment process is divided into 5 steps. In the following pages, I'll walk you through the process of checking out and completing the payment.
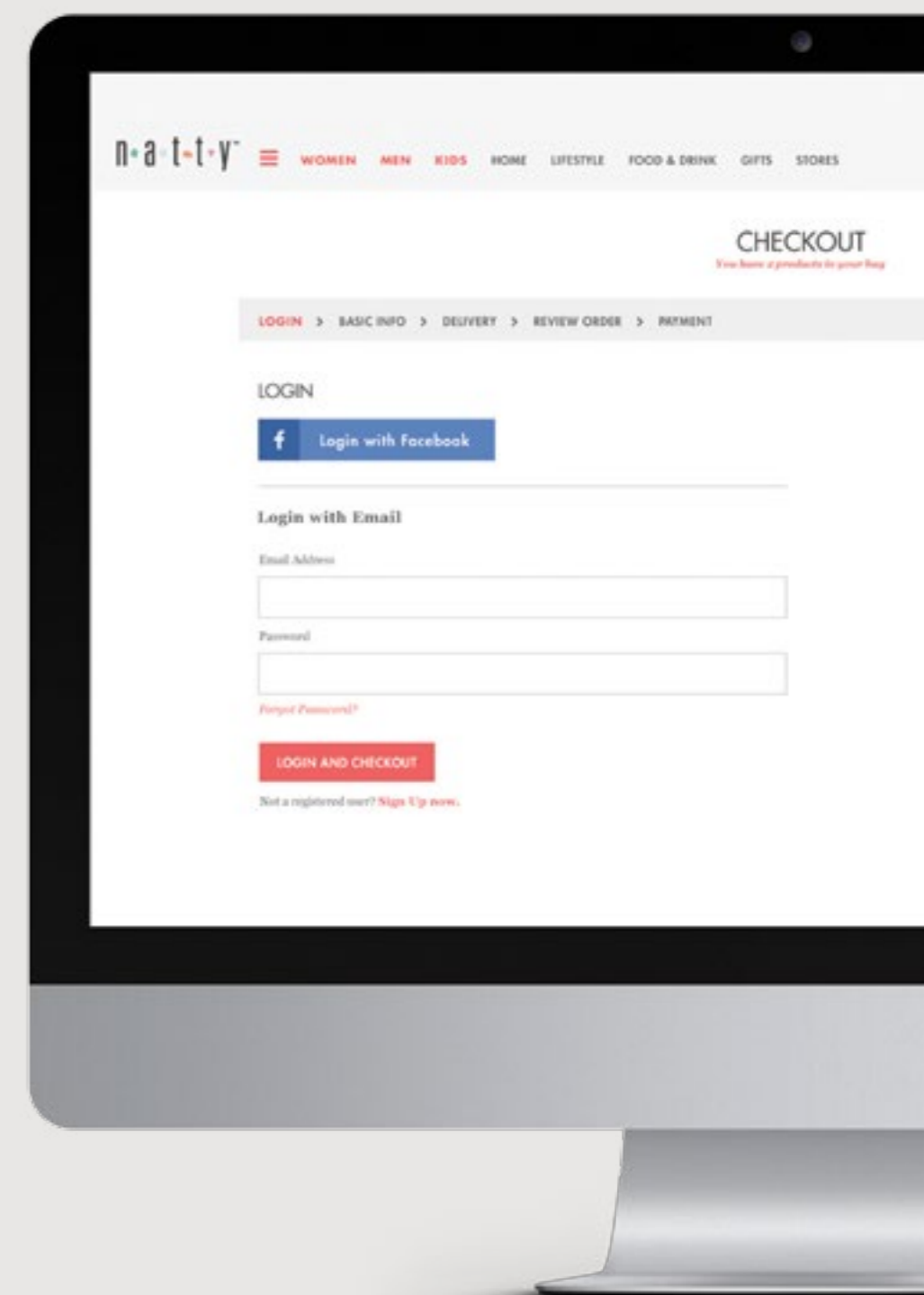
DESIGN DETAILS
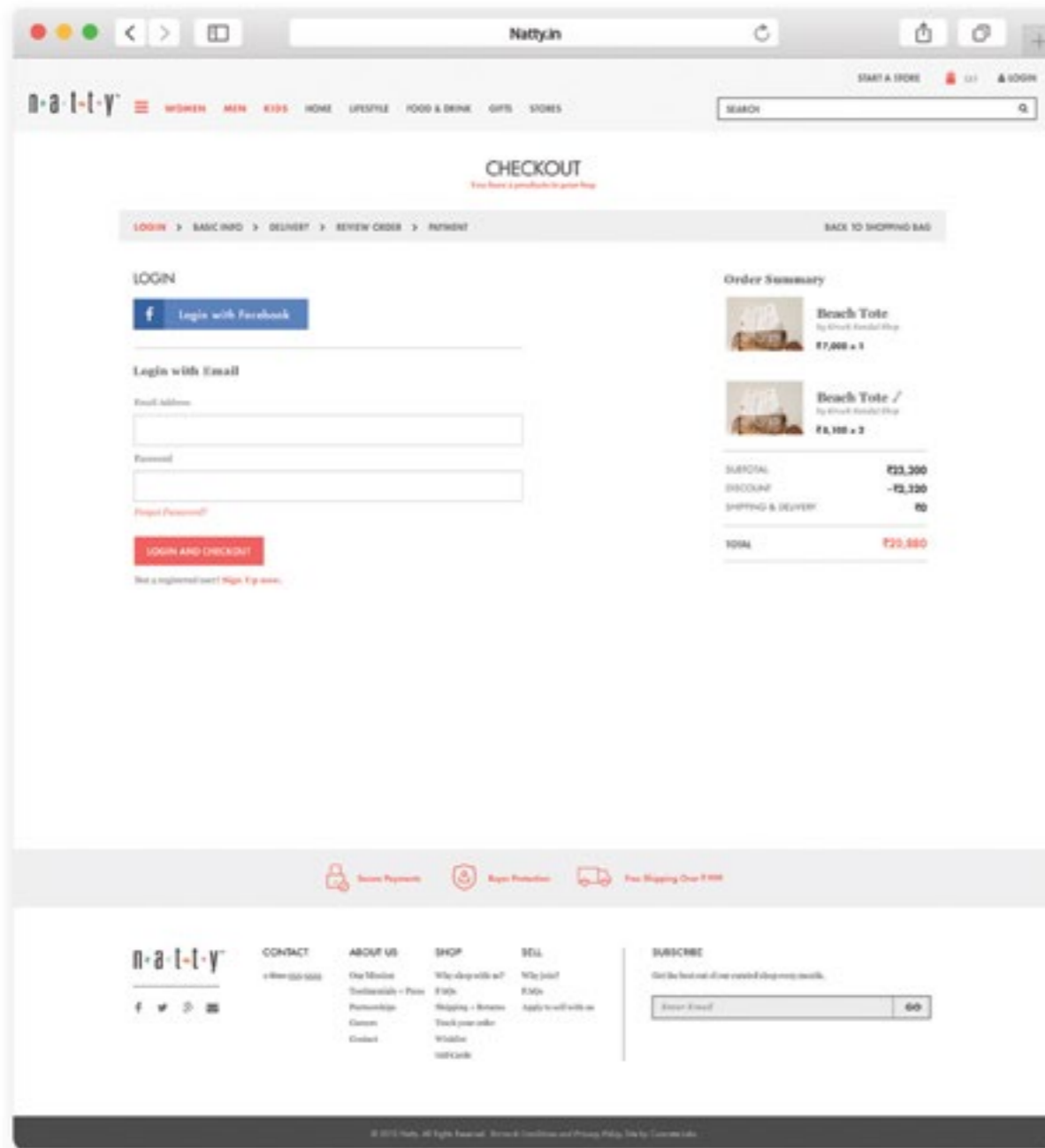
When you checkout, Natty asks you to Login/Signup. This is step 1.
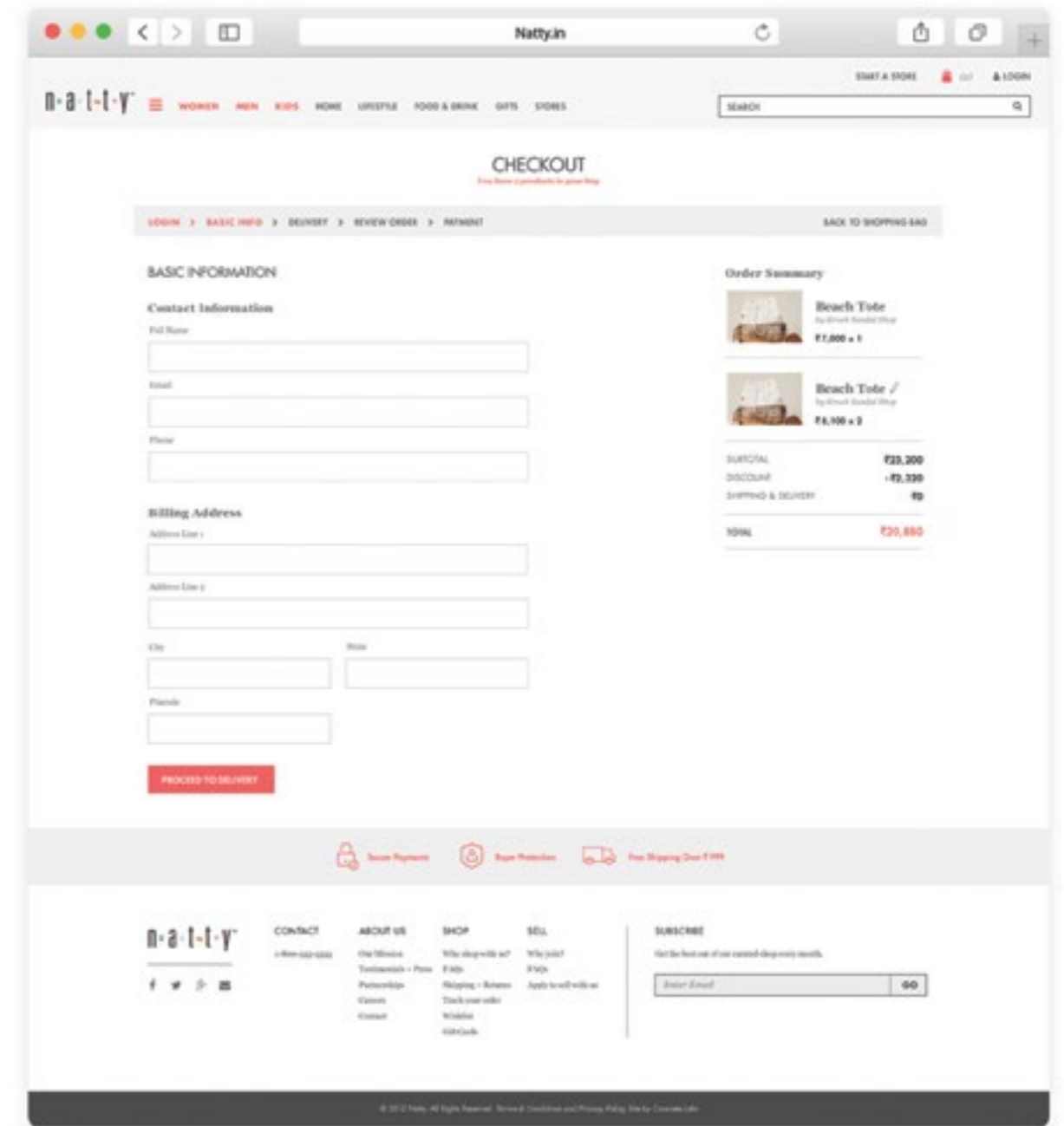
Then you proceed to entering the basic information. If you're already a member, this information will be saved and pre filled.
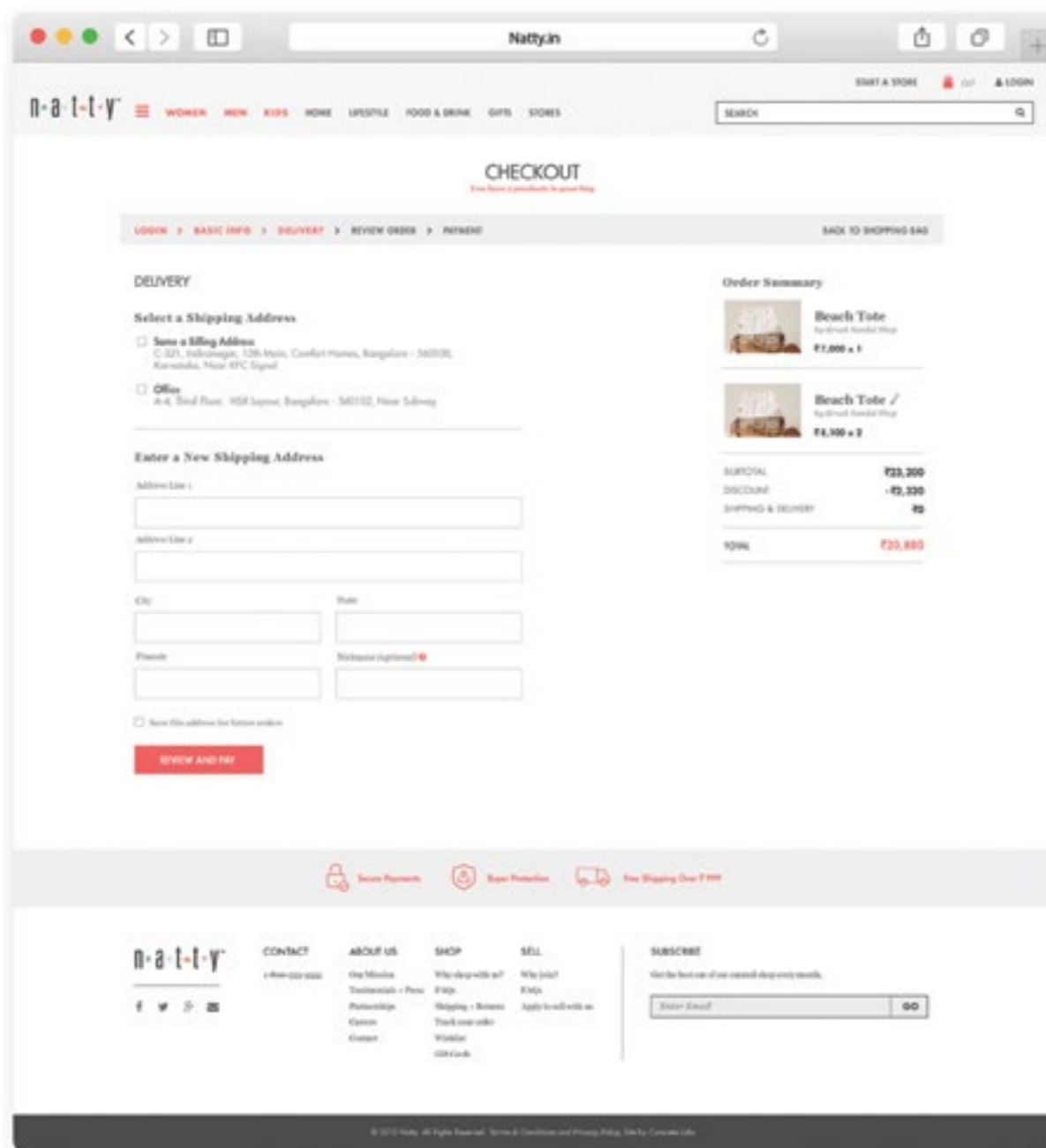
Then you can proceed to setting Delivery Information. This includes
shipping address. You can save multiple shipping addresses for quick
checkout.
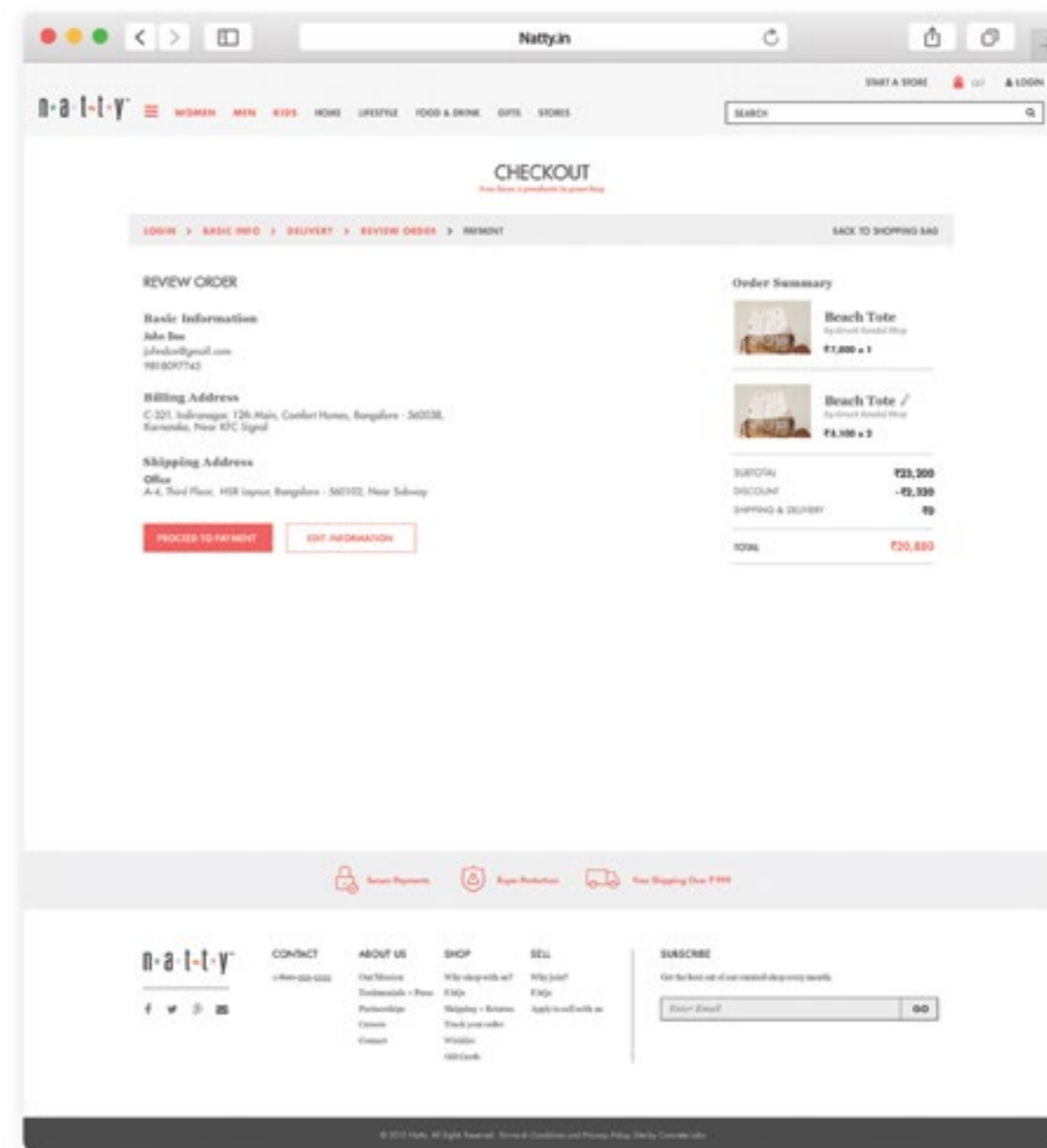
After entering all the information needed, you can review you order details
once more before proceeding to the bank's payment gateway.

7.4

STORE PAGE AND PRODUCT FILTER

STORE PAGE

The store page is a customizable page that every store that is registered on Natty gets. This page is like the microsite for the Store and contains information and products by them.
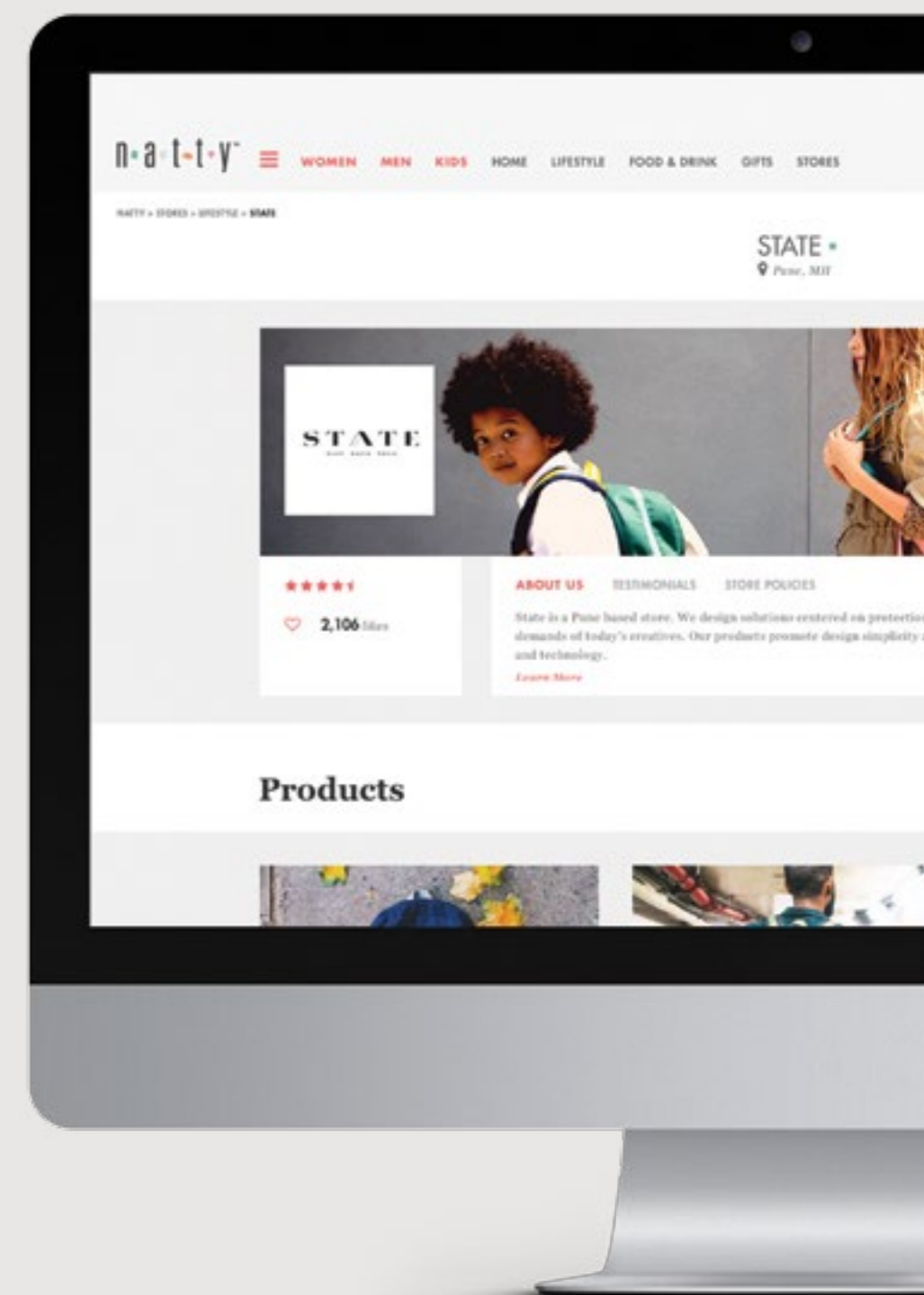
DESIGN DETAILS
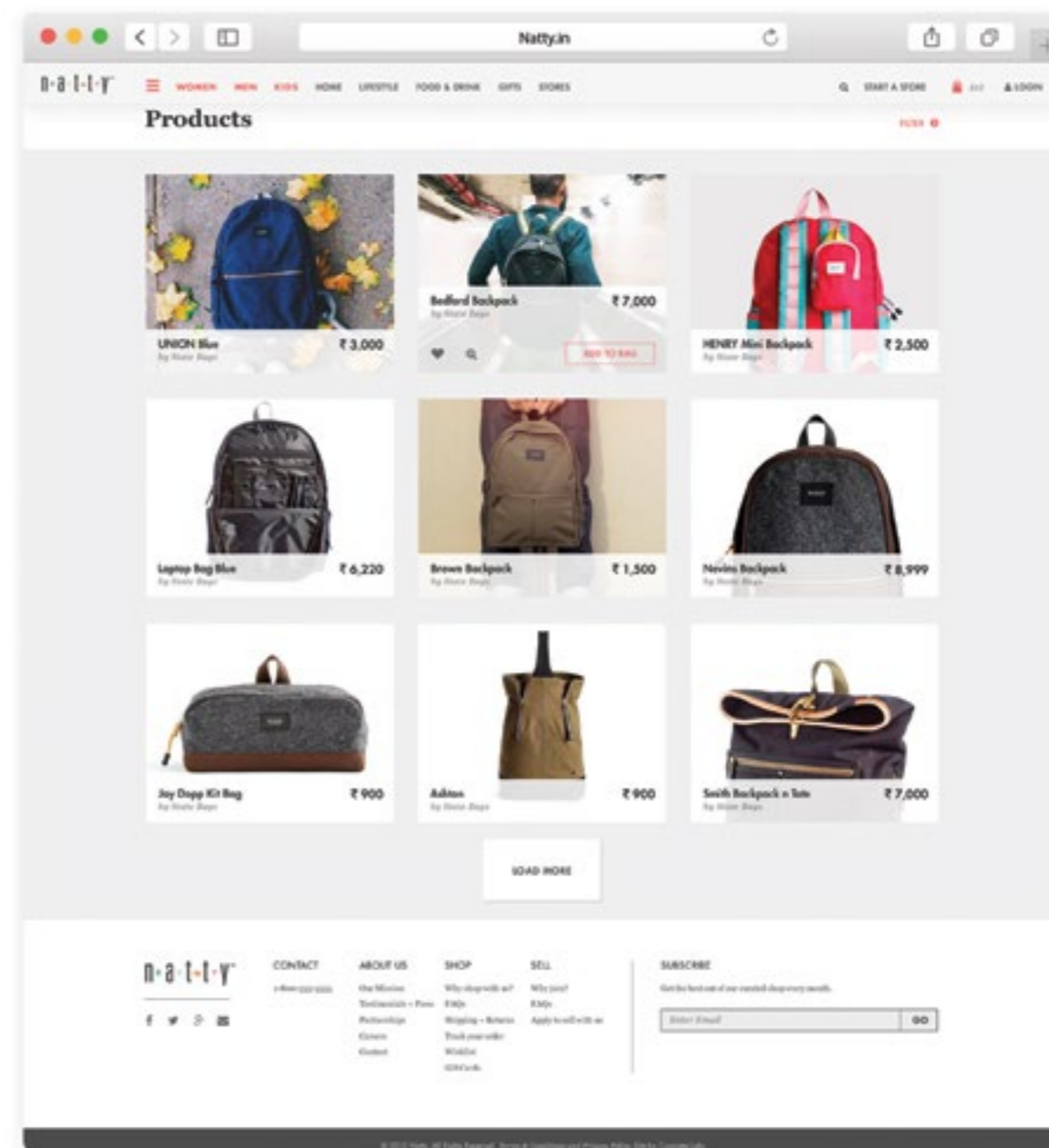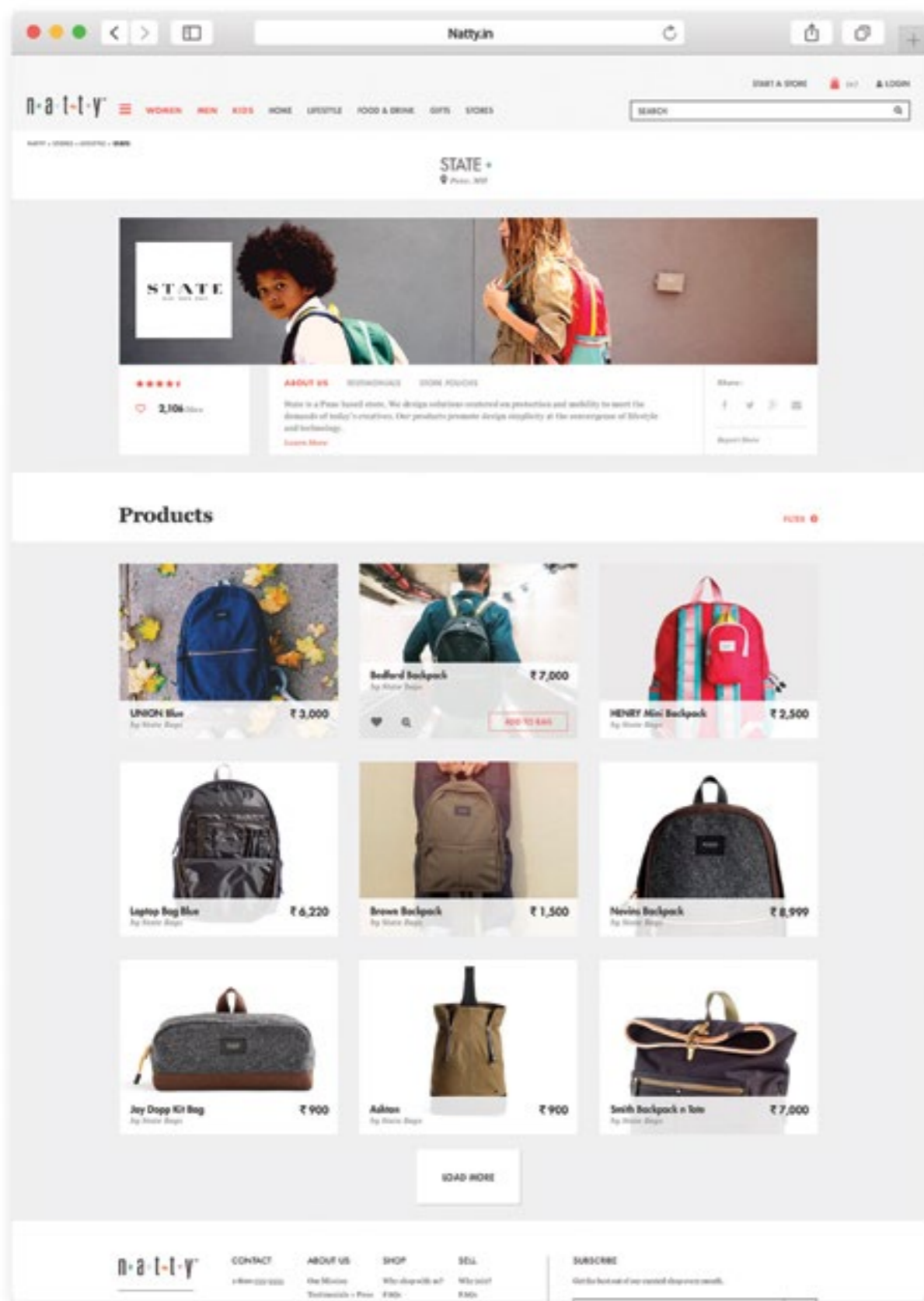
Through the store page you can access the store's social pages, flag the store, read about it and browse it's products.

PRODUCT FILTER

Product Filter is a crucial part of UX for a search page .
It lets you narrow down your search so that you can look
for the exact product you want.
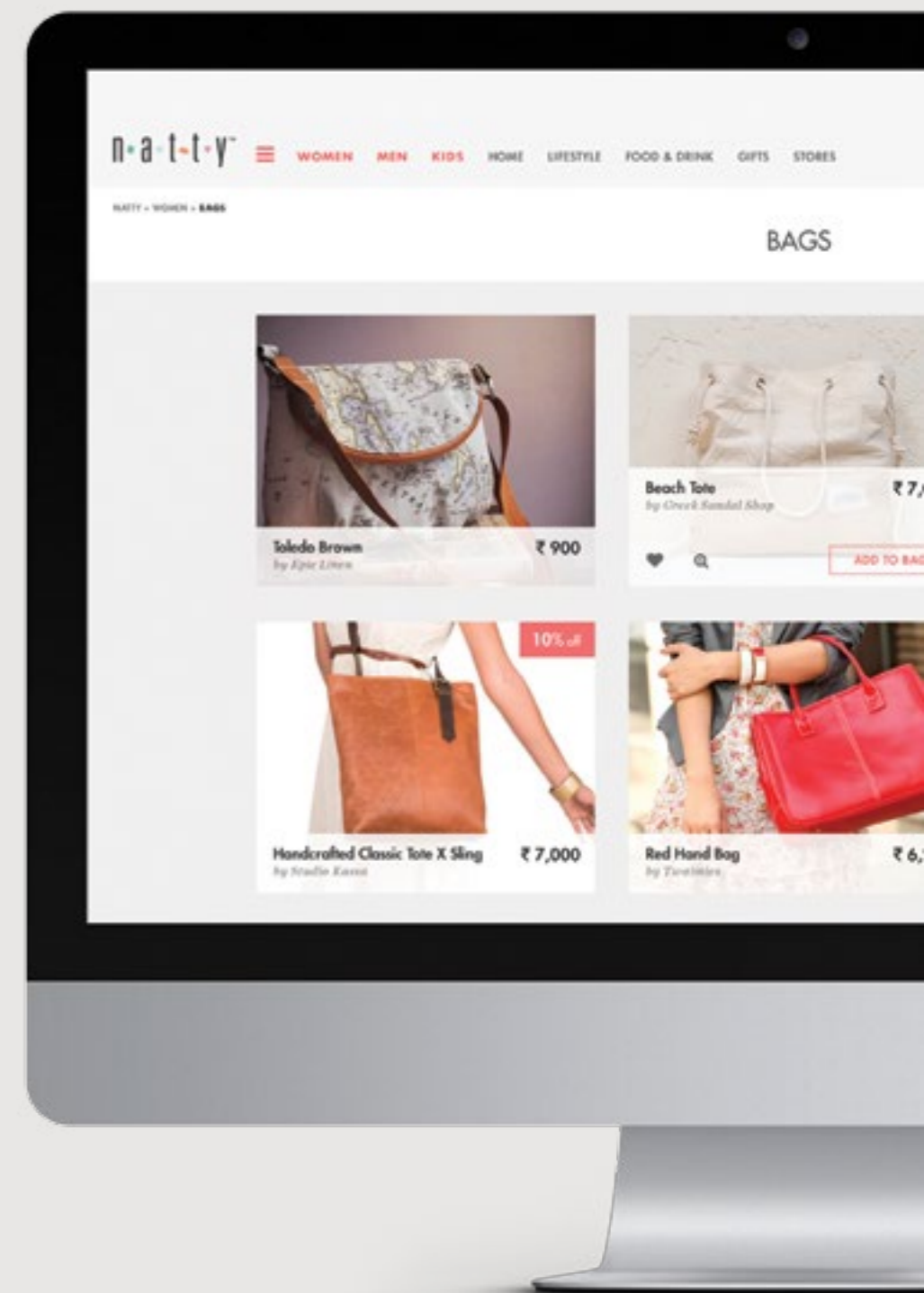
DESIGN DETAILS
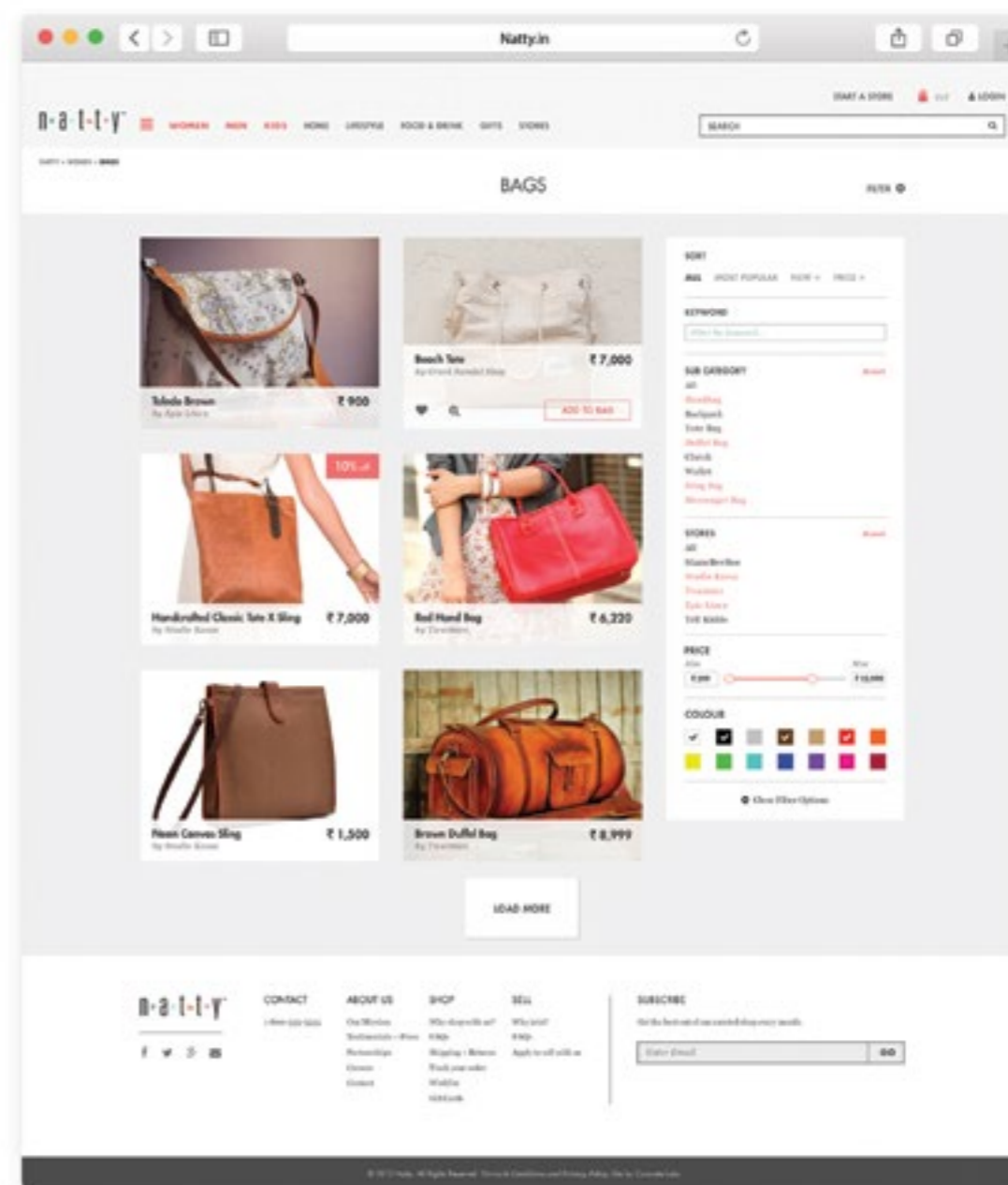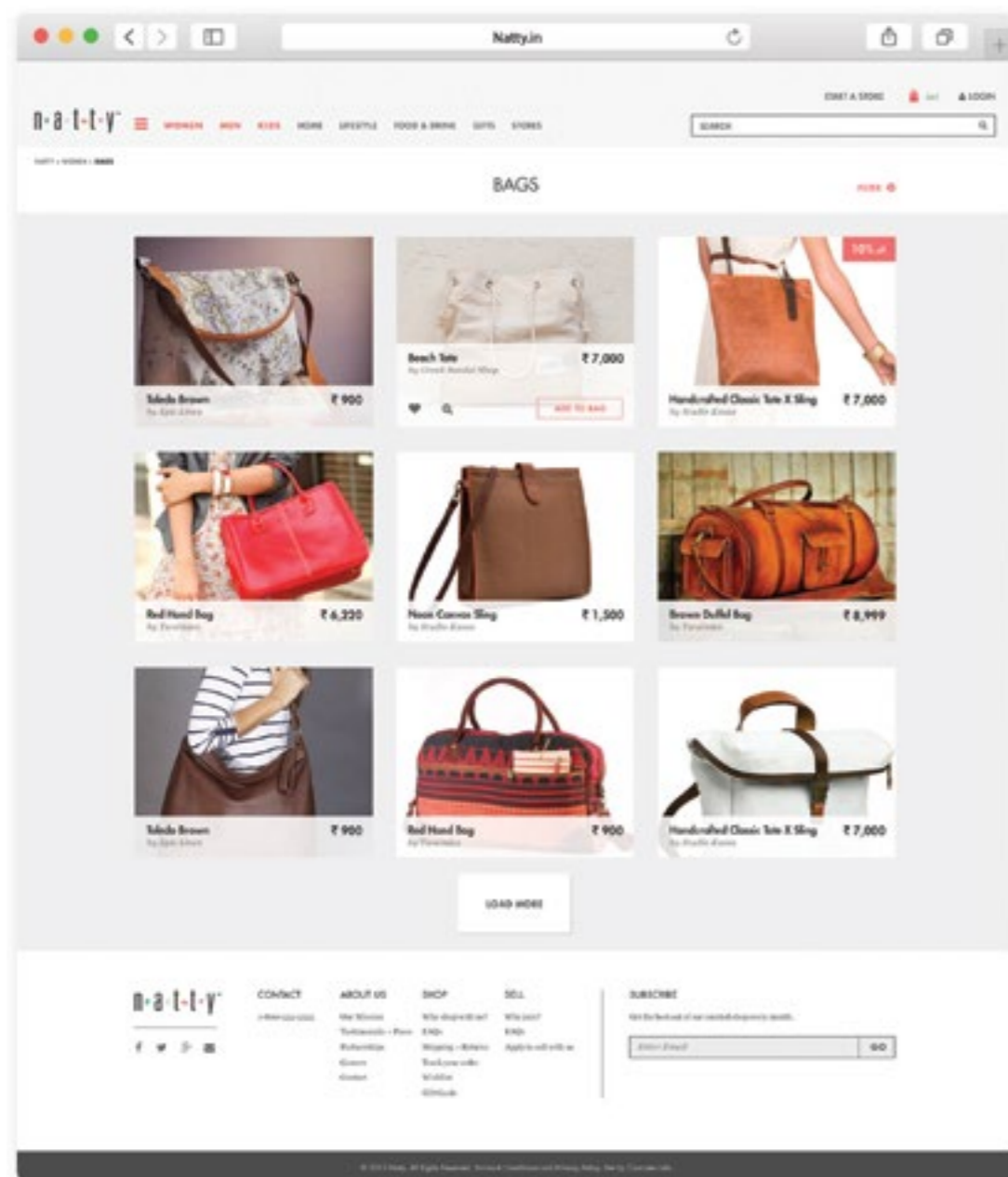
This view is with the Filter on. The view on the left is when the filter is closed. Using the filter you can perform functions like Sorting, Search by Keyword, Filter by Category, Store, Price etc.

START A STORE

The process of starting a store on Natty was a crucial part of the project. The page should be exciting enough for the sellers to sign up, and it should feel authentic and *Natty.* It should also communicate the process of how it works effectively and clearly so as to avoid any confusion for the seller.
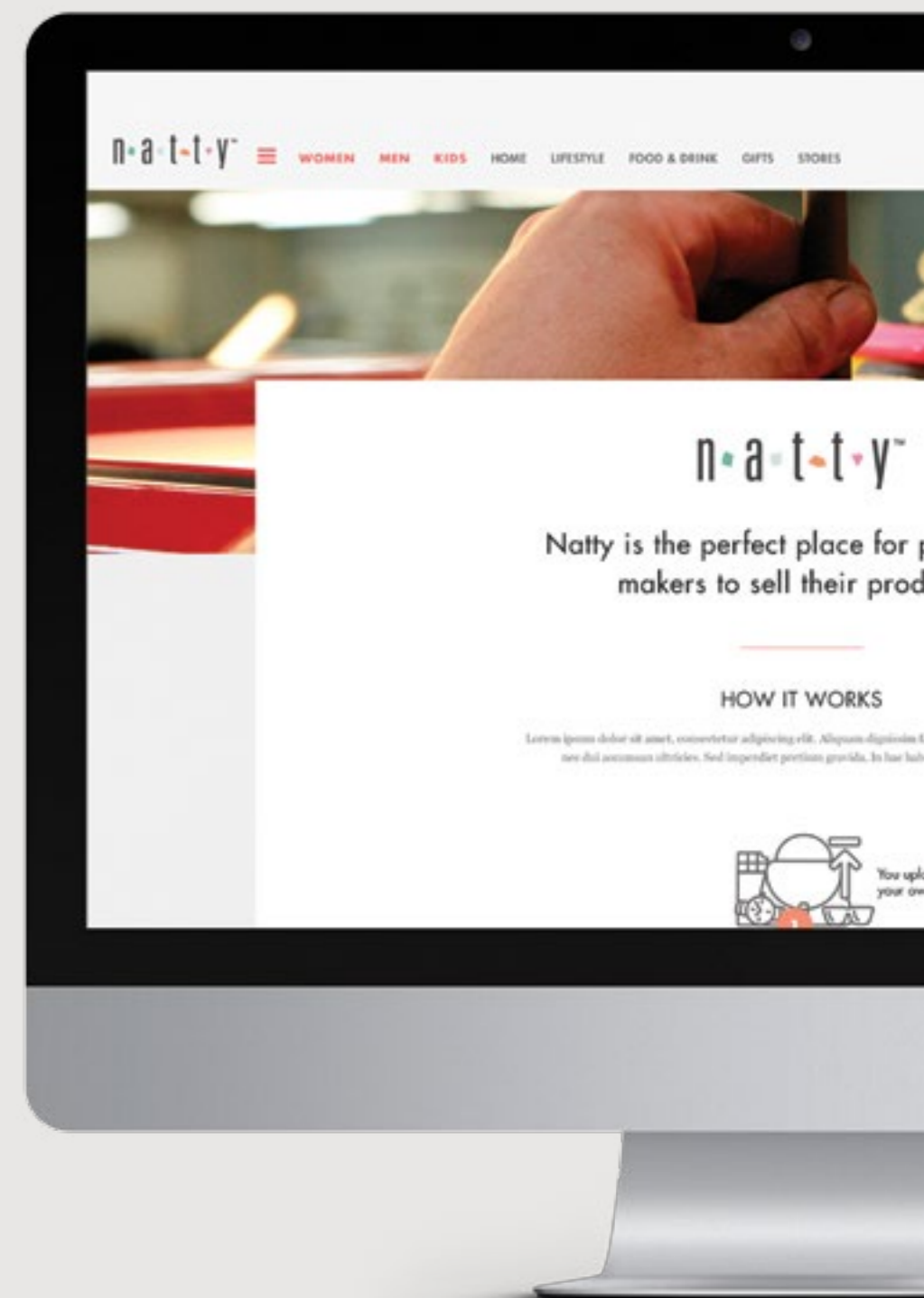
DESIGN DETAILS
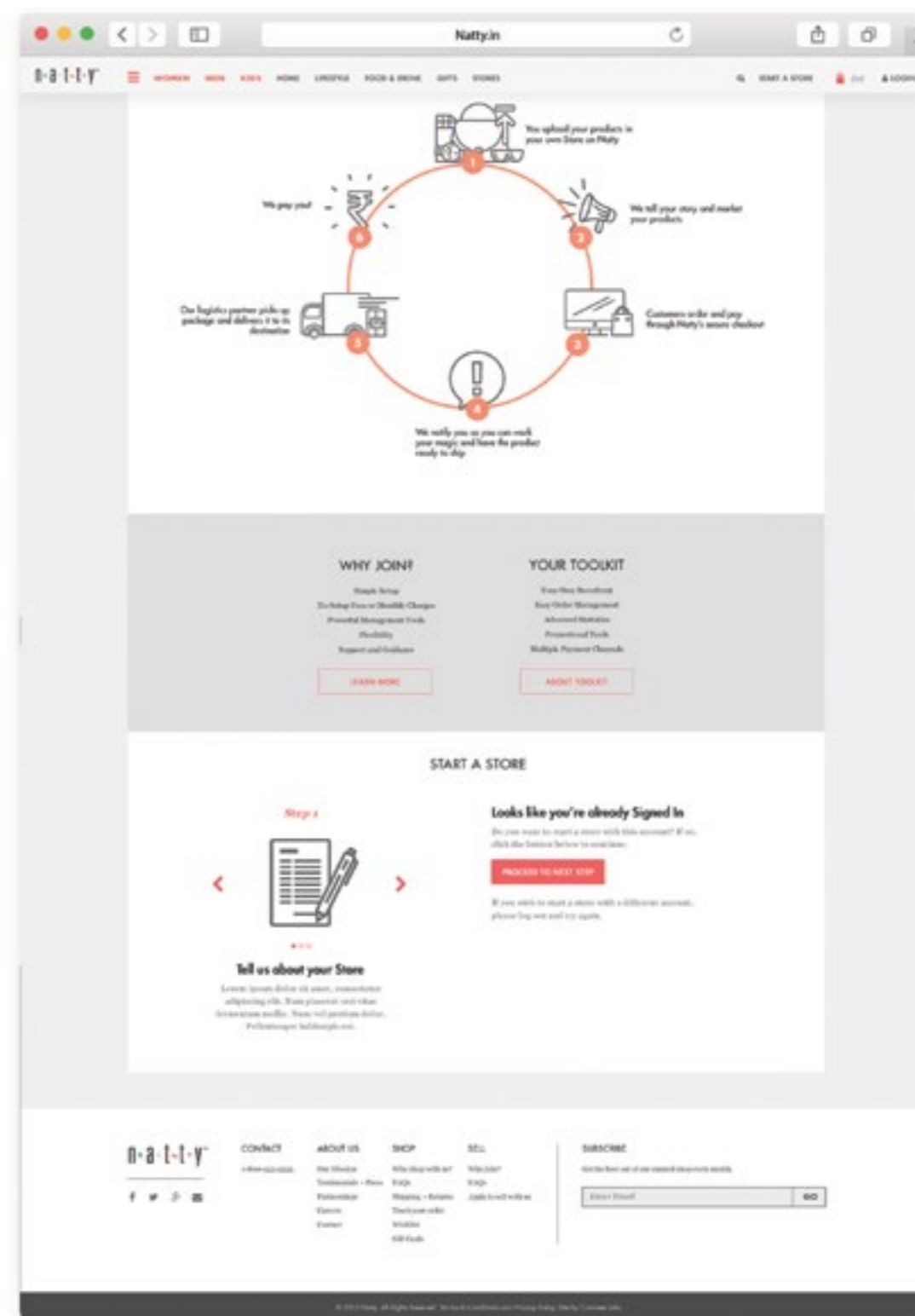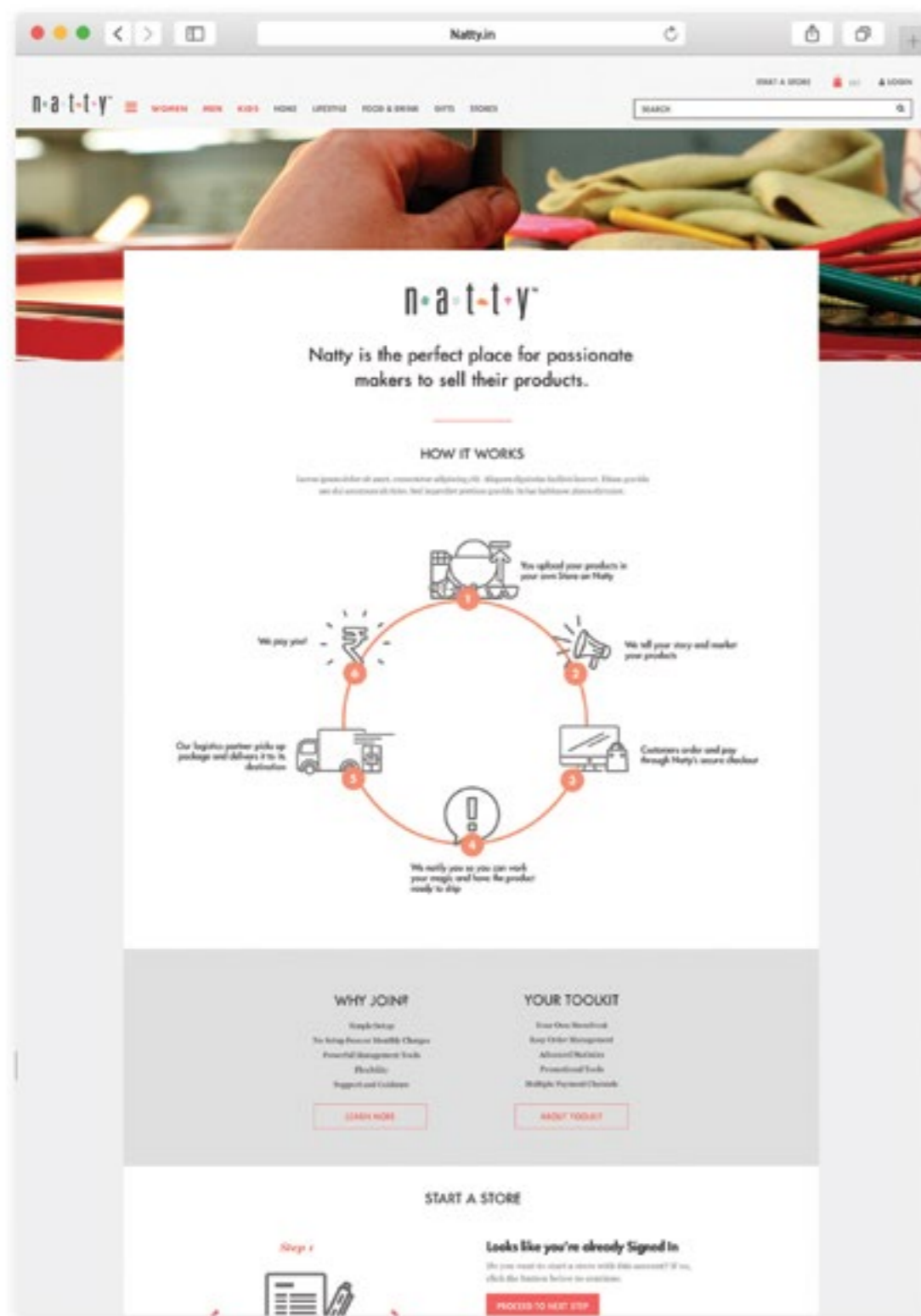
USER PROFILE

The user profile in Natty is called "My Page". It contains links and functions that help administrate the user account. You can go to My Page to find Wishlist, Messages, Past Transaction, Reviews and Account Settings. My page has a tabbed navigation system.
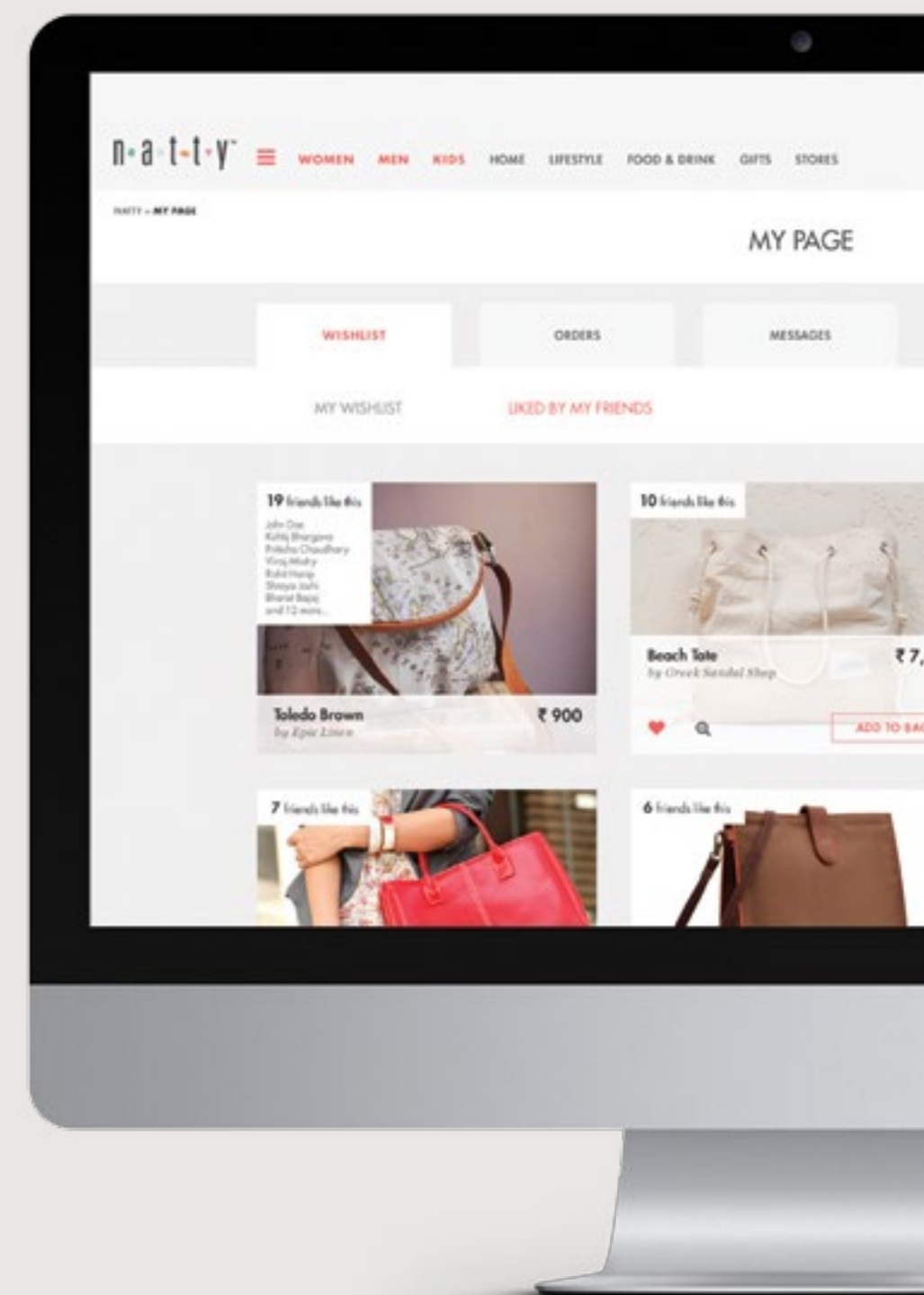
DESIGN DETAILS
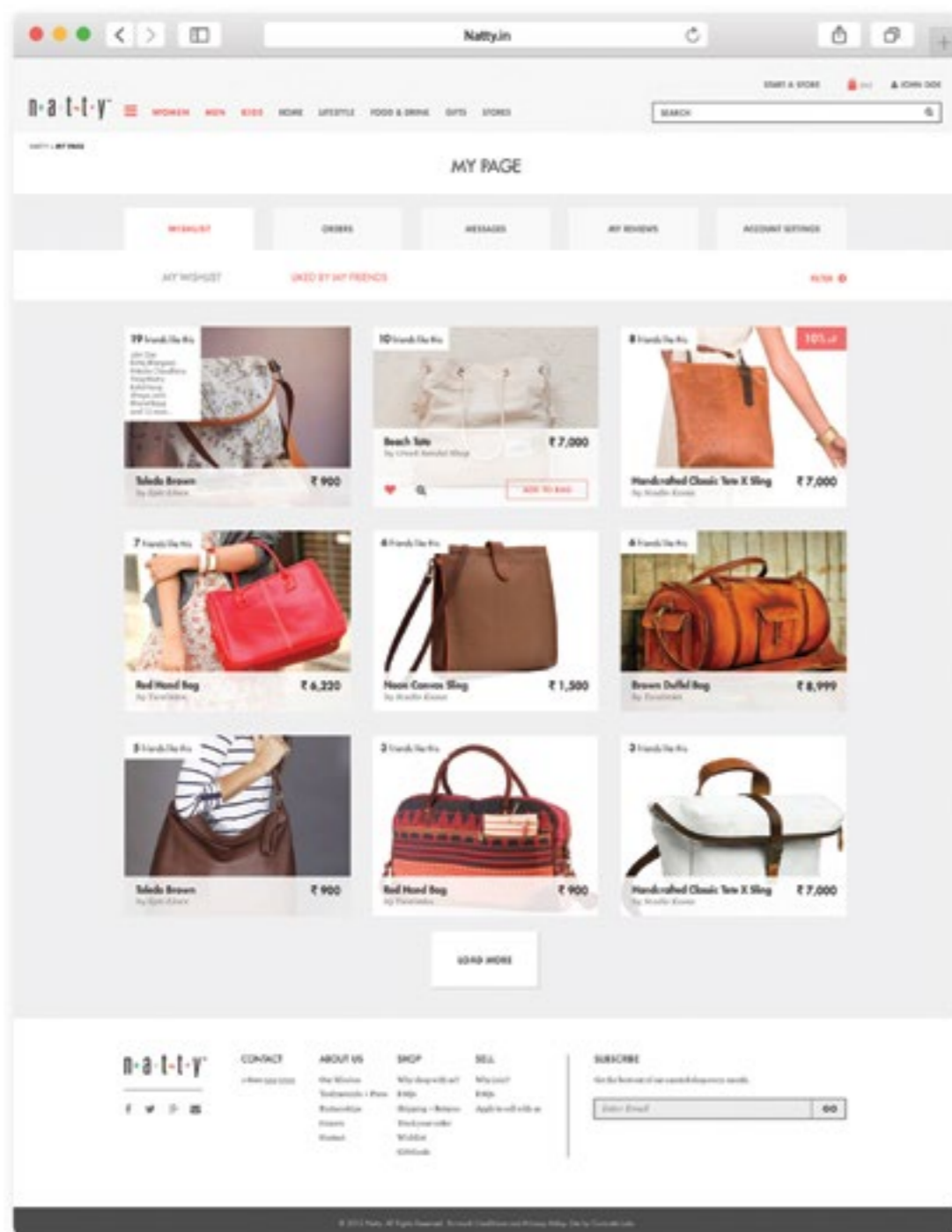
Wishlist Page
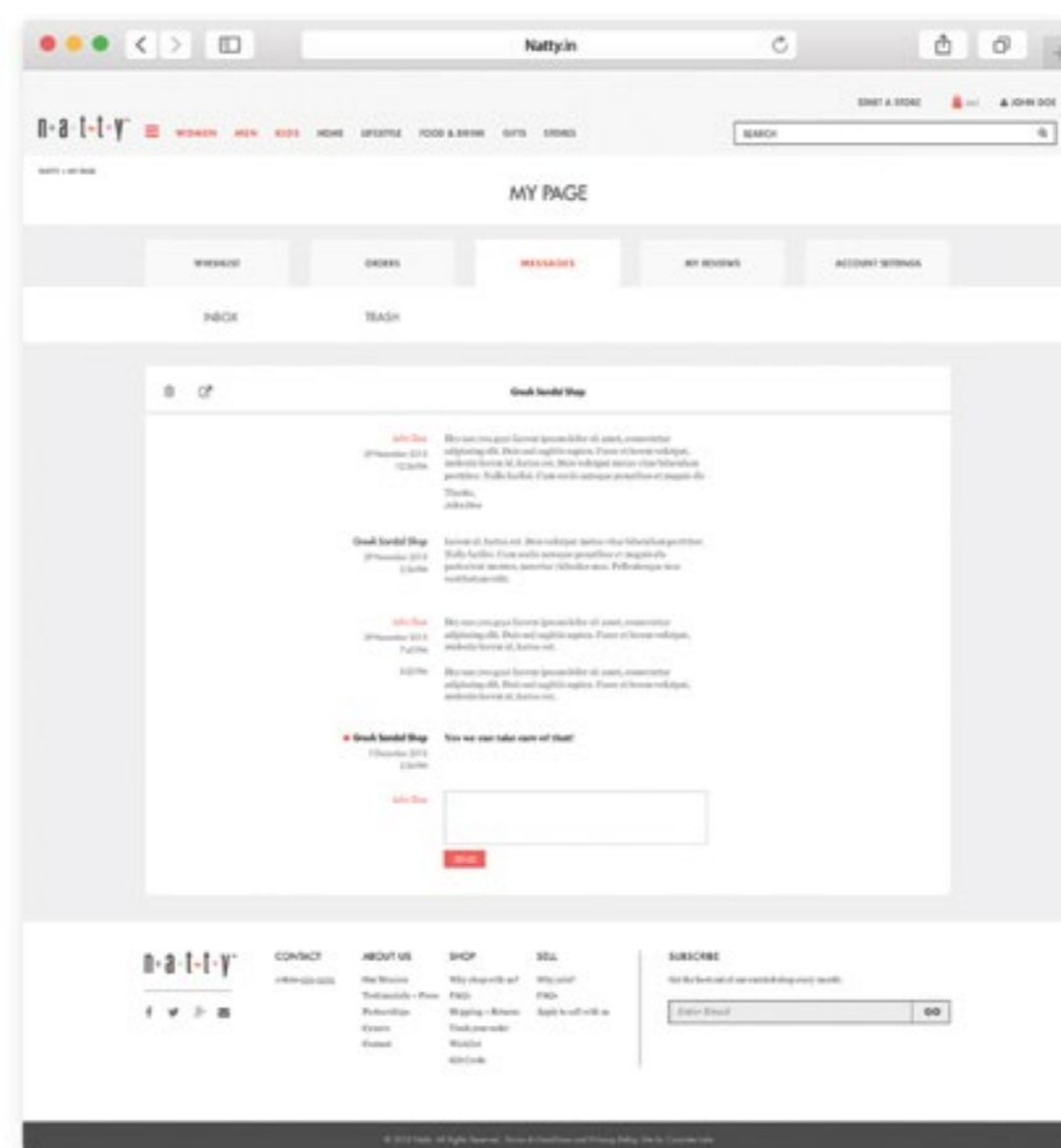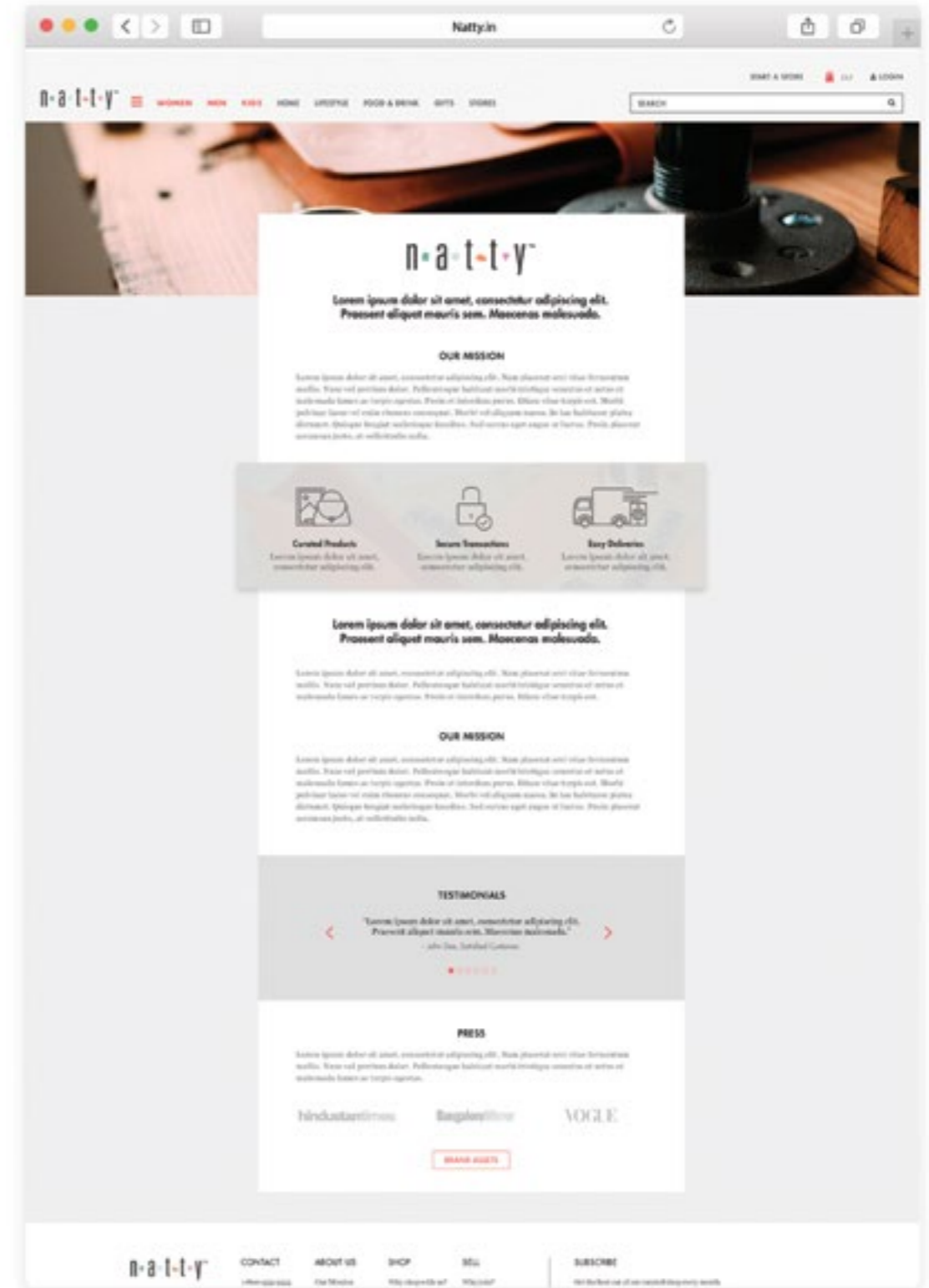

The Messages Page
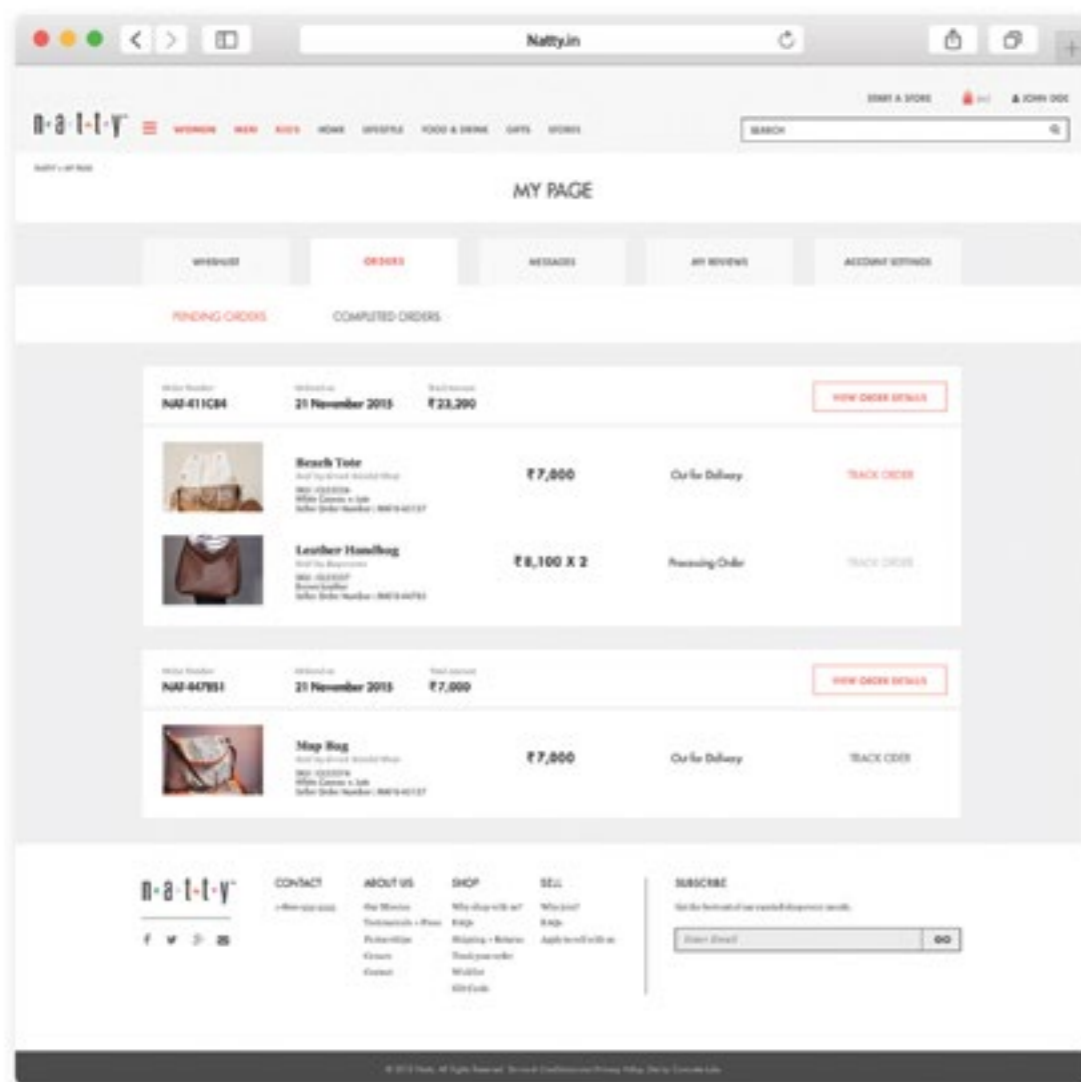
Orders Page
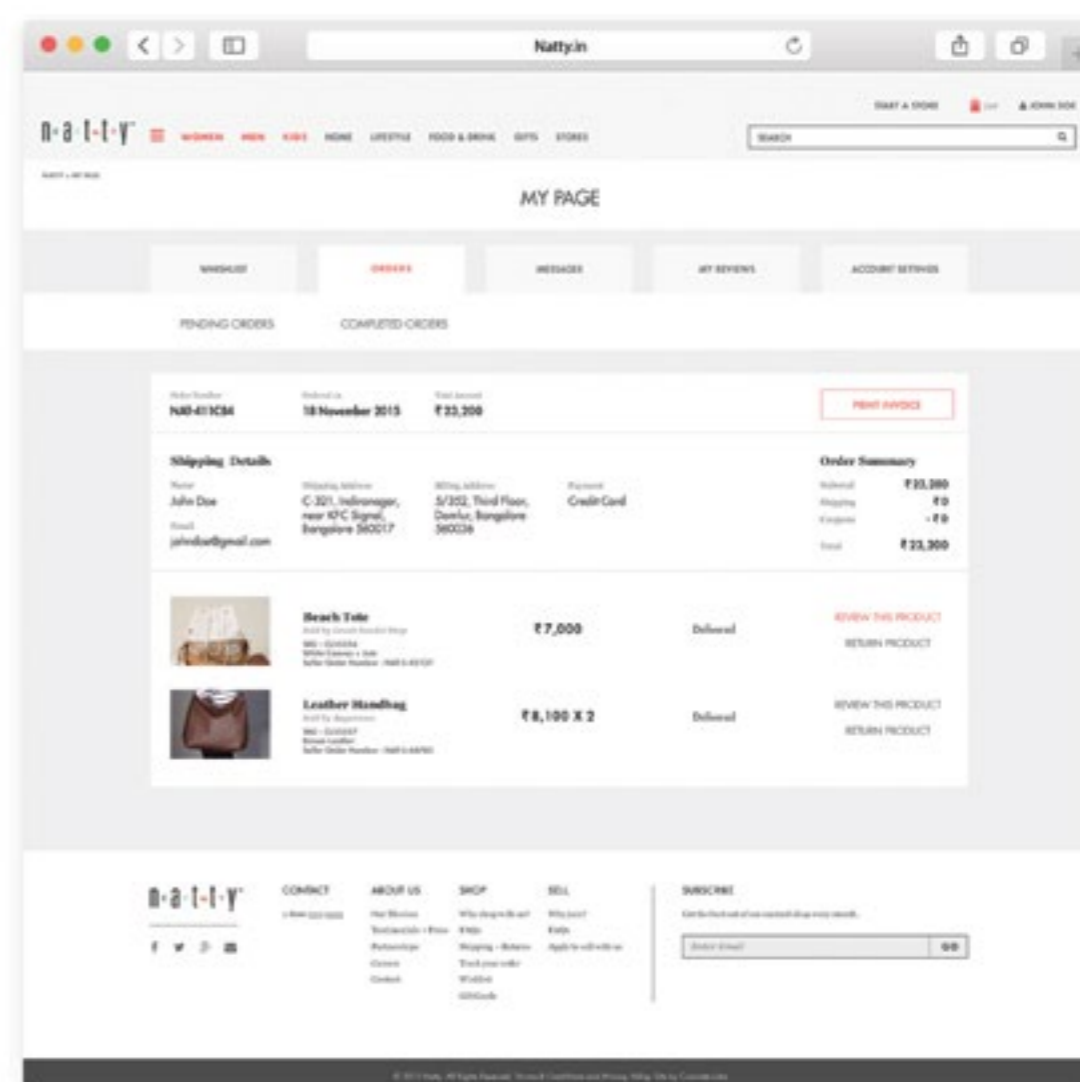
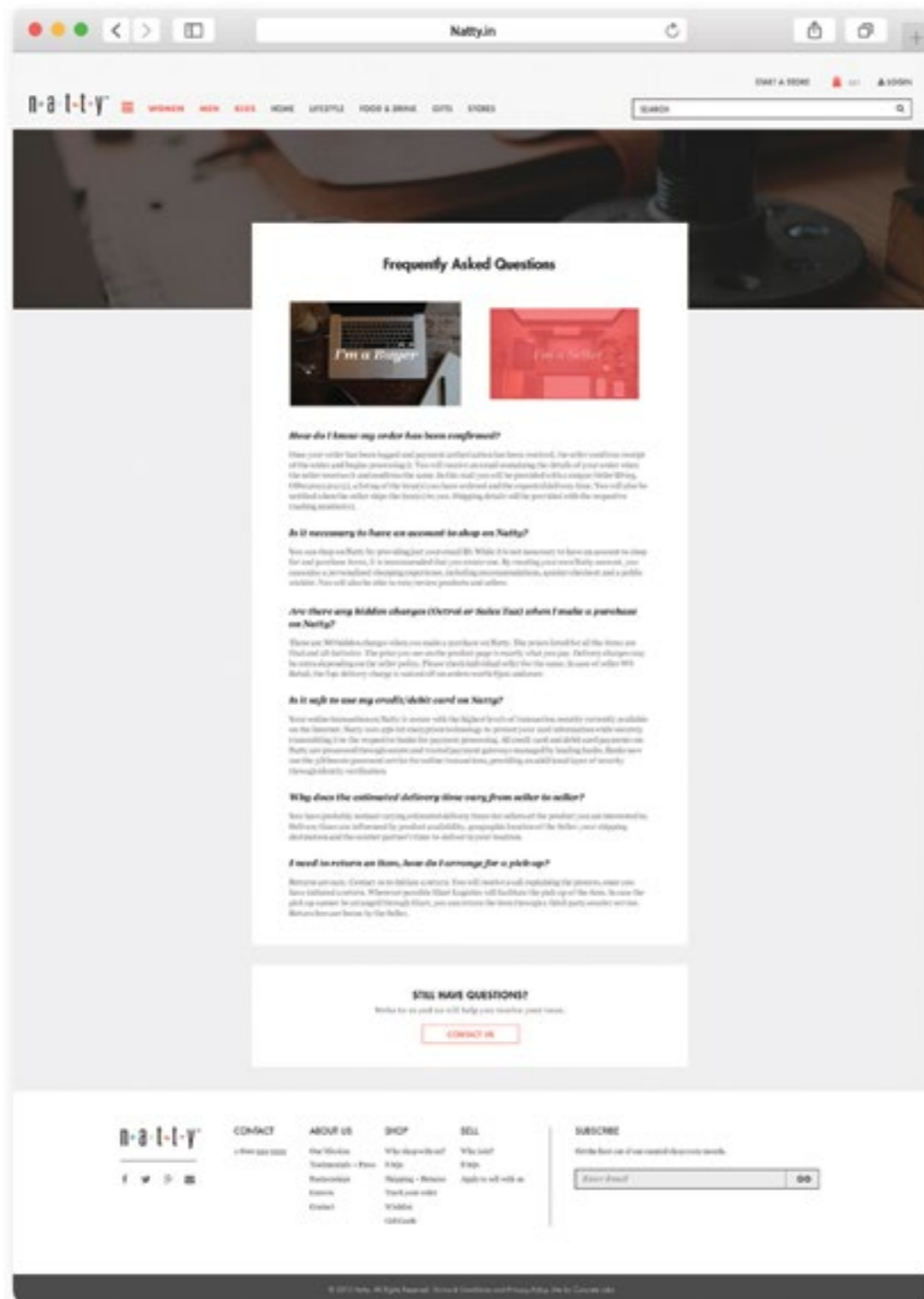

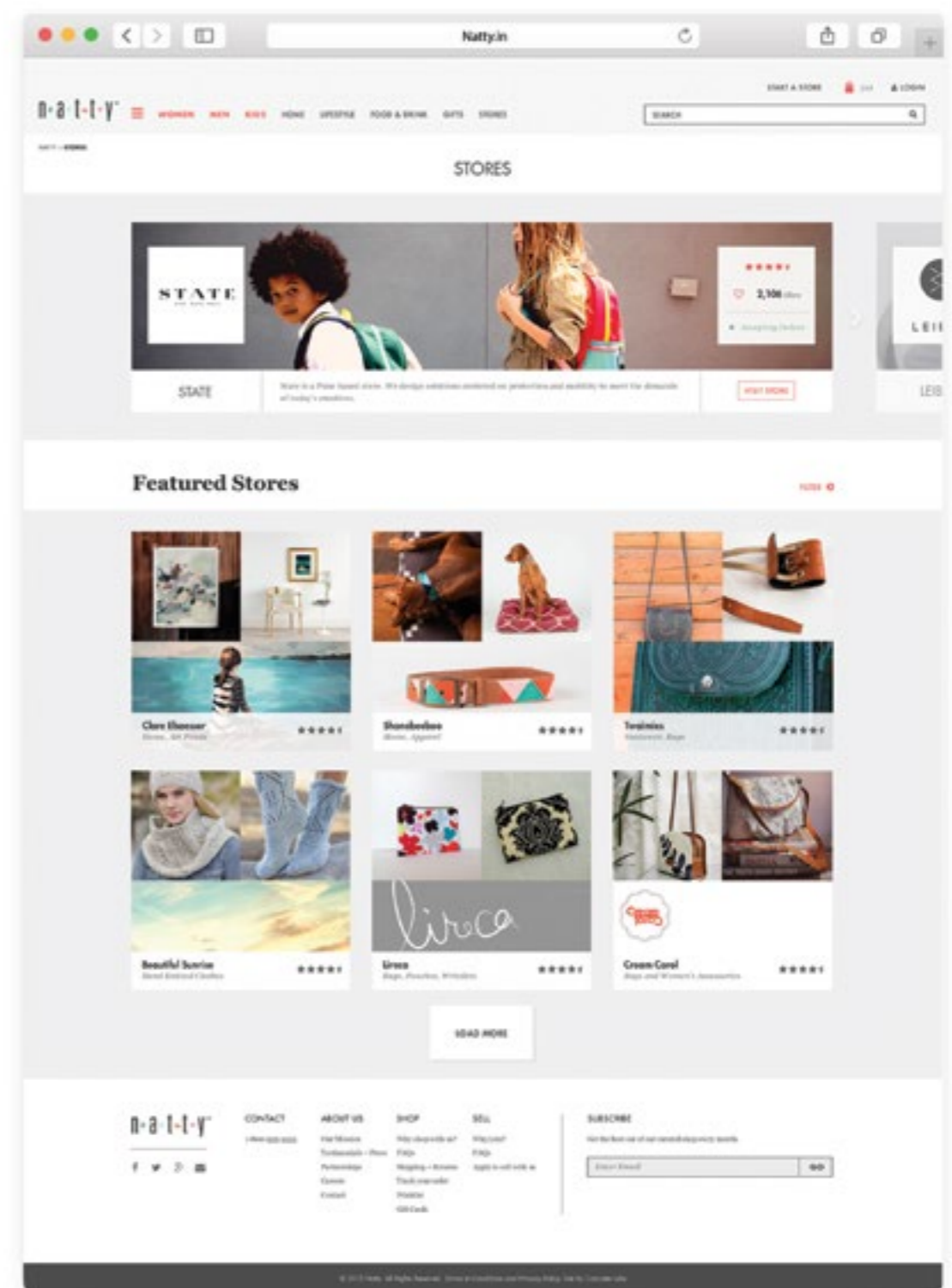*Orders Invoice*
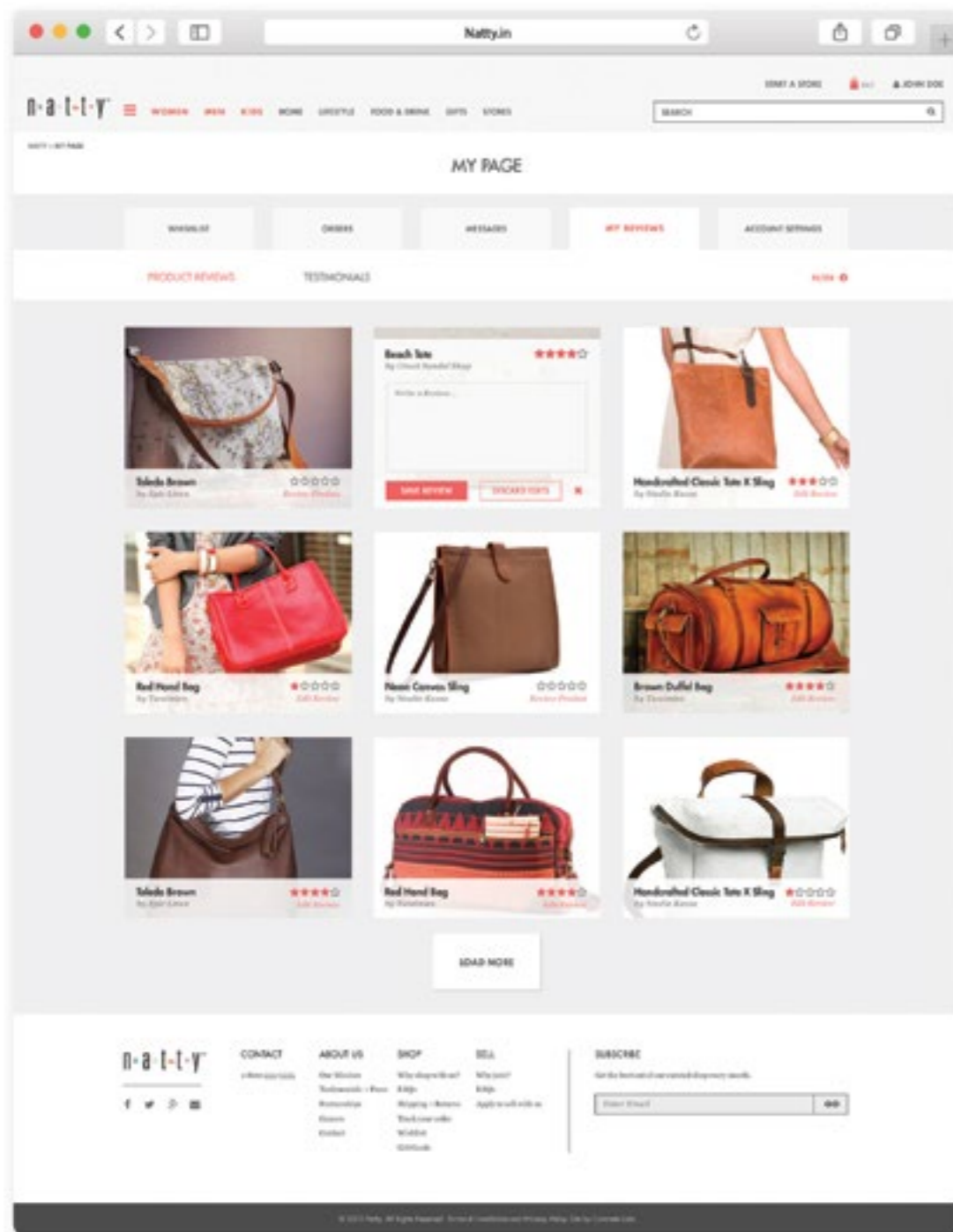
Reviews And Ratings
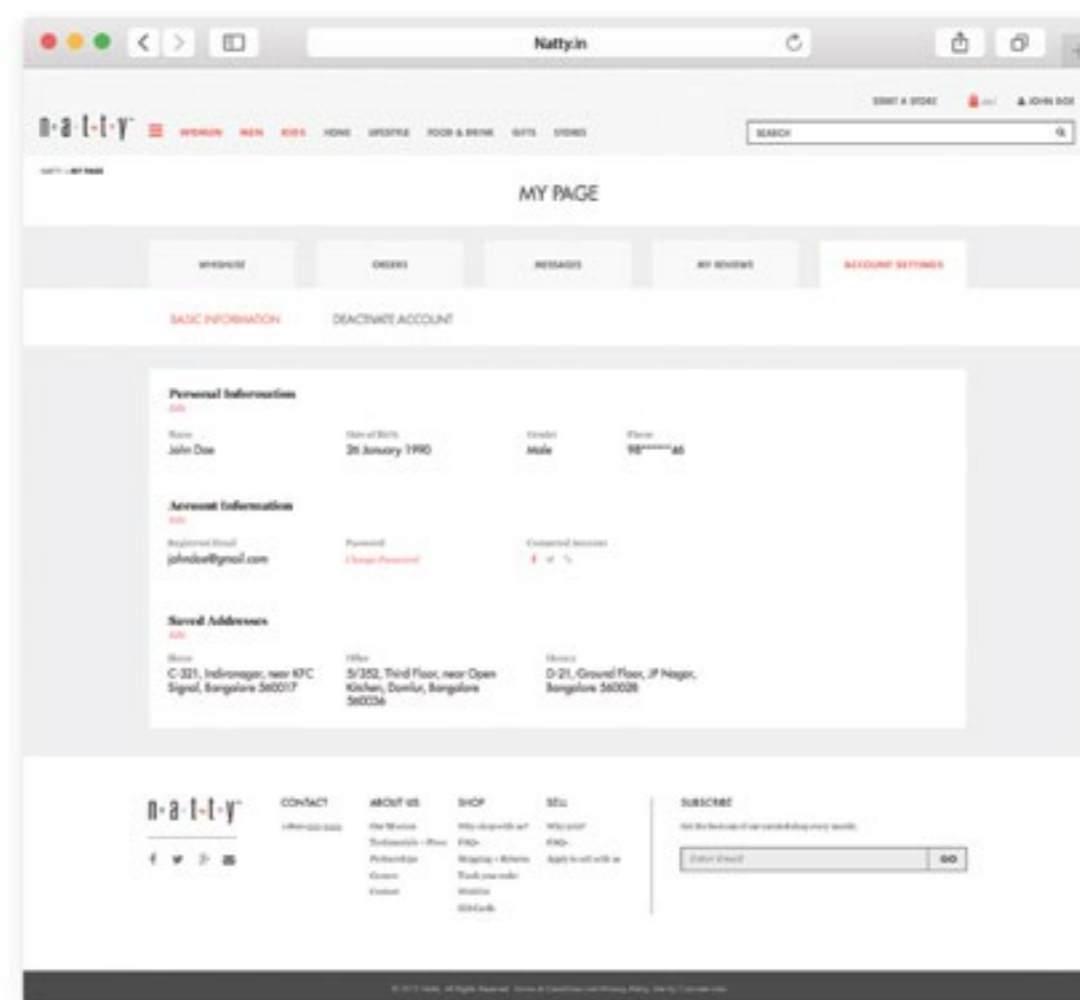
Account Settings

7·7

OTHER PAGES
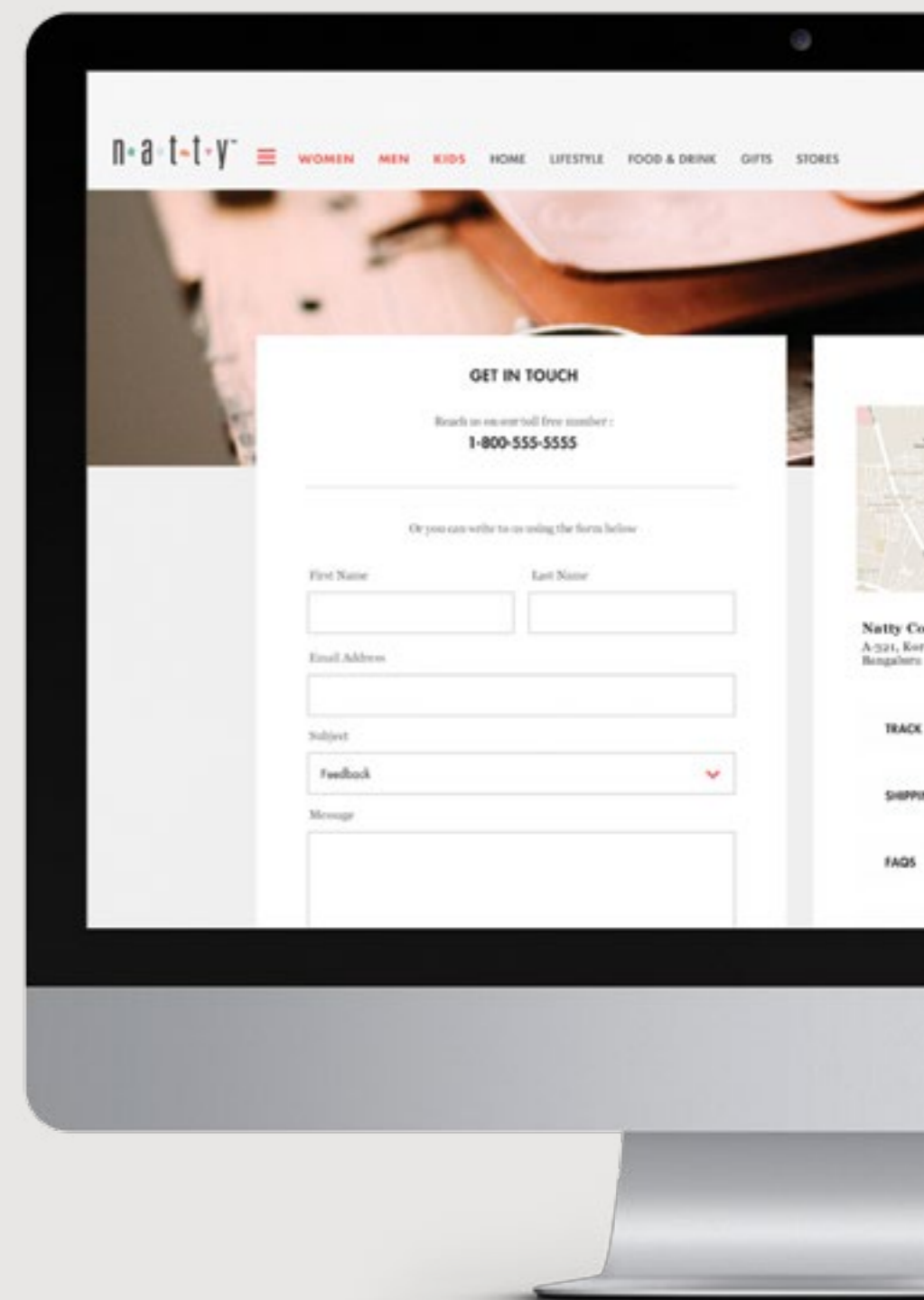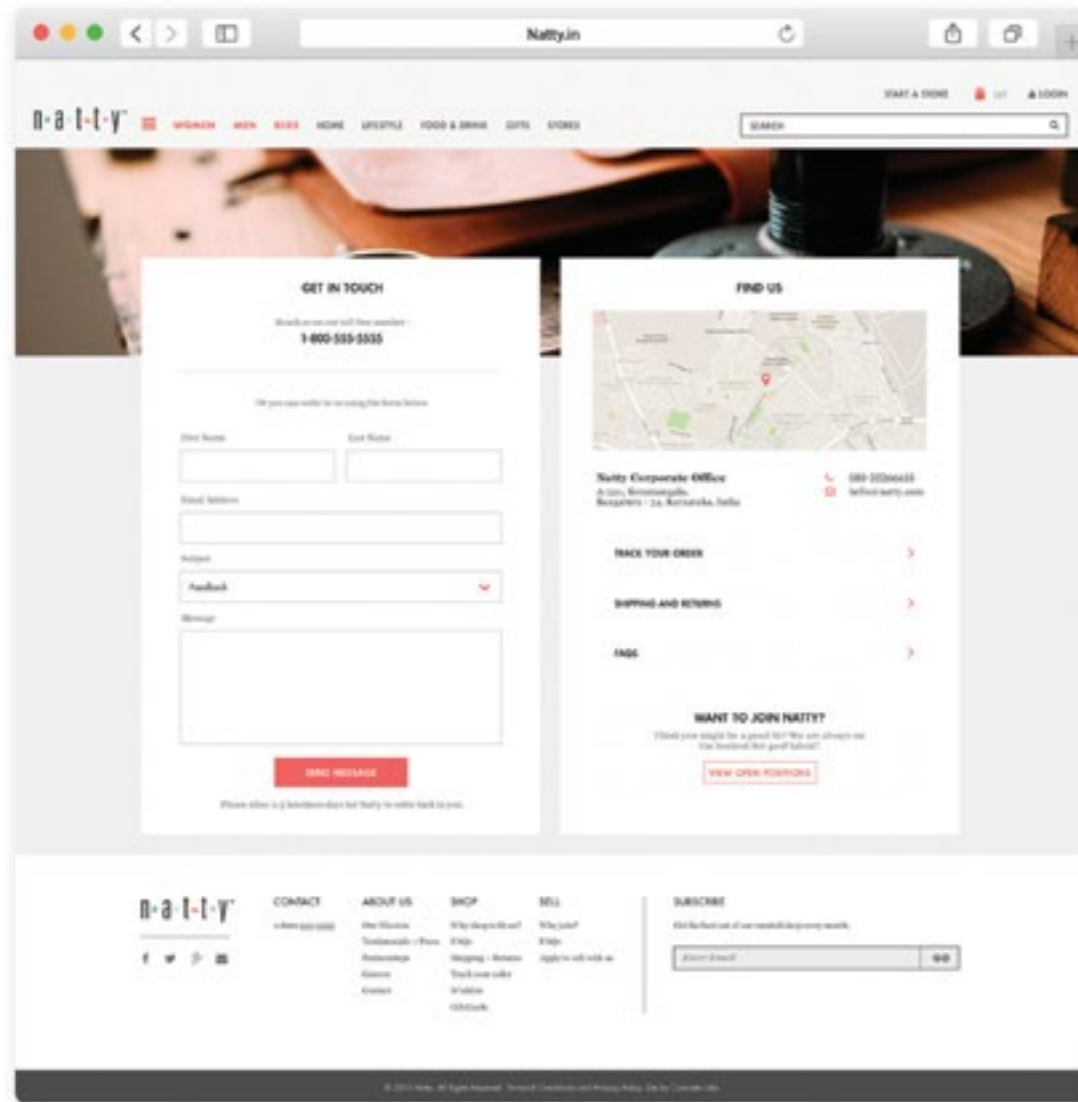
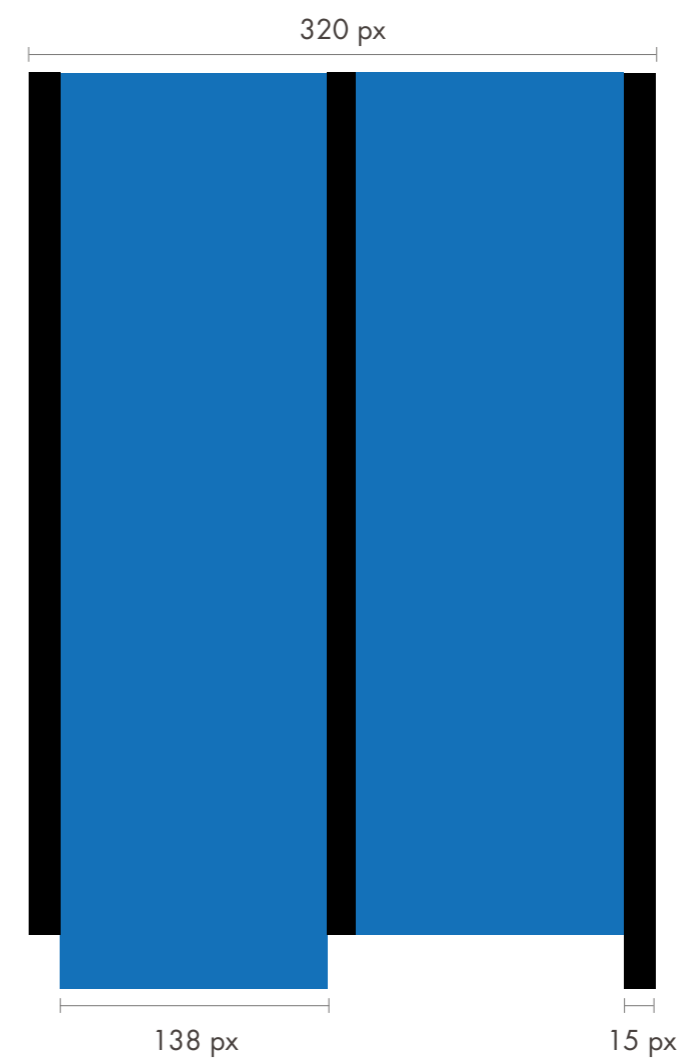Contact Us Page

About Us Page

FAQs Page

Stores Page

8 MOBILE WEBSITE

8.1

GRID

The grid used for mobile website was fairly simple. We used jQuery's Media Queries to define the site style and CSS in different resolutions. For mobile websites, we used a two column grid.

320 px

138 px   15 px

8.2

HOMEPAGE

Once we set the grids, we were able to quickly translate the home page to a mobile layout. We had to make some changes to the design, like the masonry banner on the desktop is much smaller and features less products.

Since on touch interfaces you can drag and swipe, new ways of interaction can be used to create new experiences. For eg, while browsing through products on desktop, you have to click load more for more products to appear and you scroll down as the "list" gets bigger. But in mobile, the same interaction is done through swiping through a carousel rather than scrolling down a list.
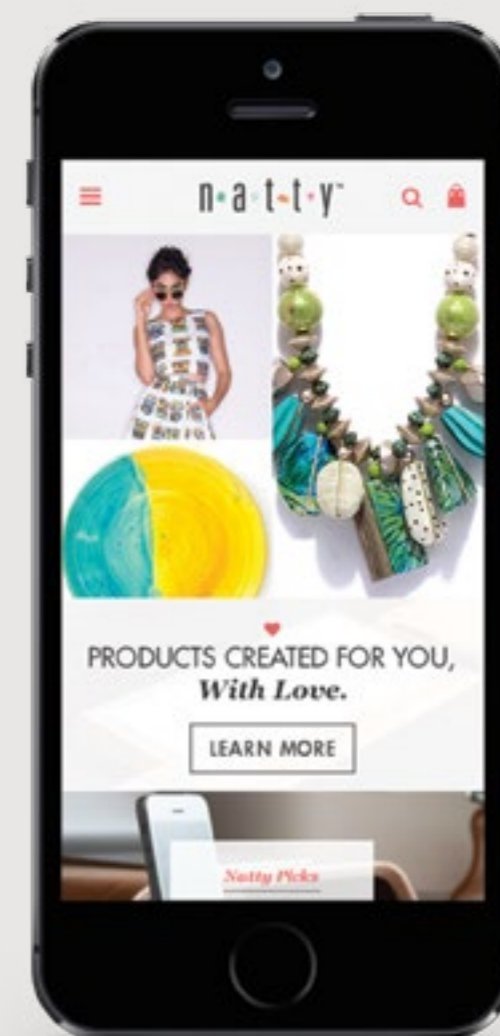
DESIGN DETAILS
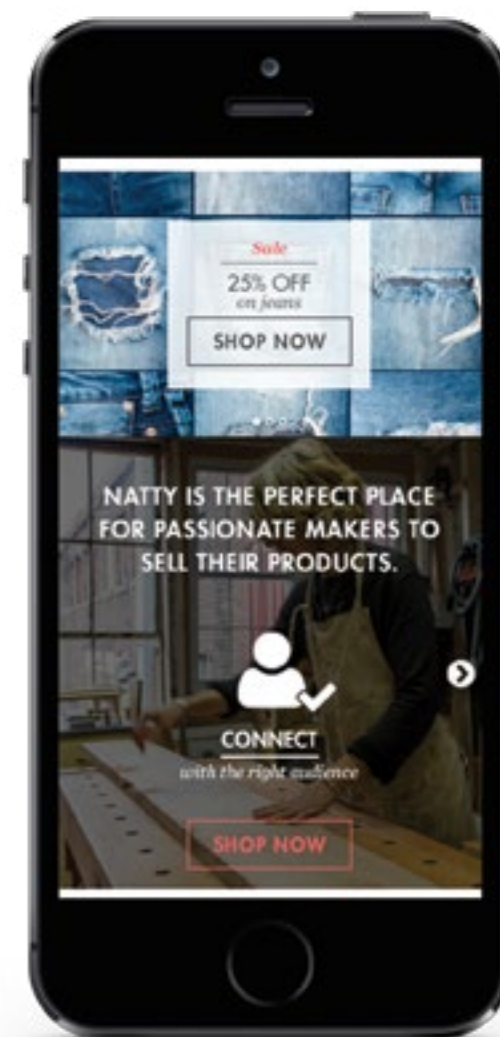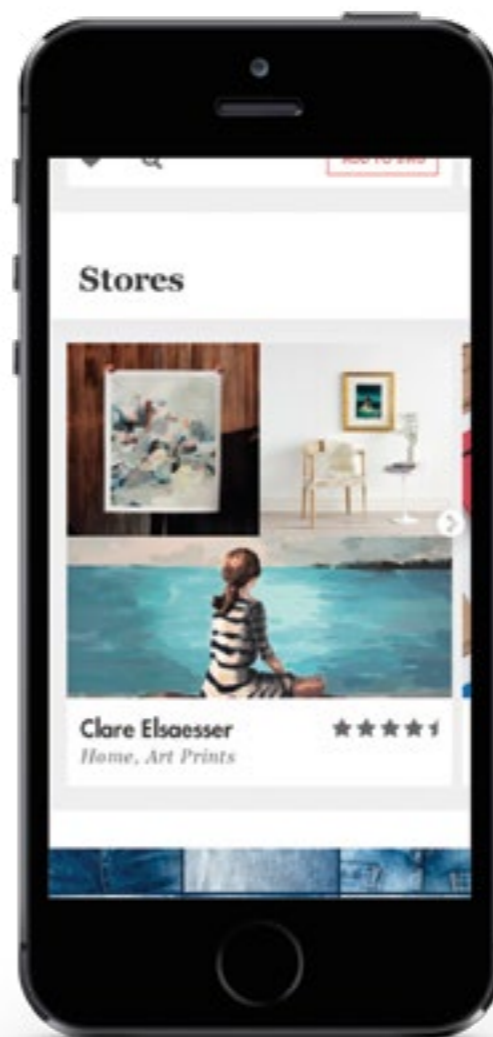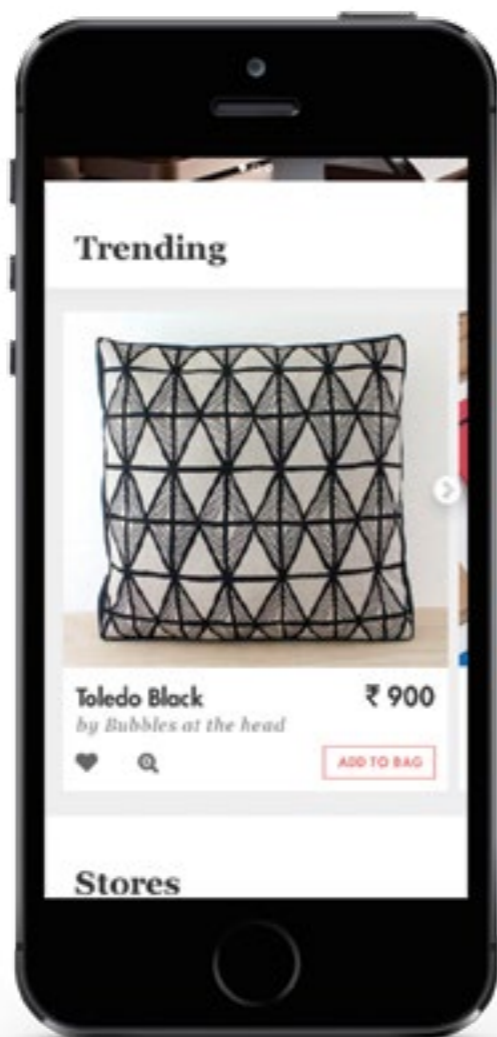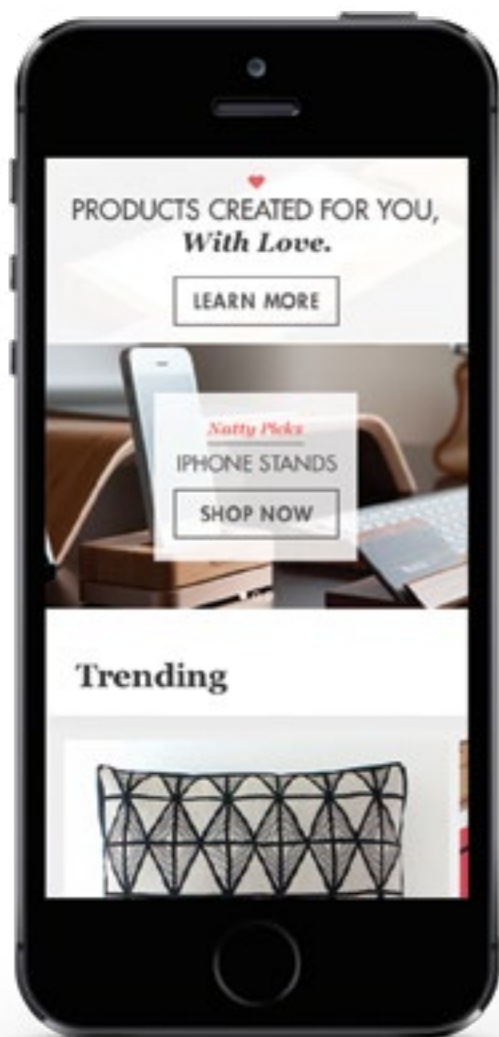
8.3
OTHER PAGES

After defining the structure and interactions of the mobile home page, I handed over the work to Lucid Design team so that I can continue designing other desktop pages. We kept coordinating with each other to make sure the desktop pages that I had designed translate well on the mobile page.

Rigorous legibility tests were done to check the sizes of fonts, images, materials etc. We would design a mobile page and export it as PDF and then view it on out phones to see if everything was alright.

DESIGN DETAILS
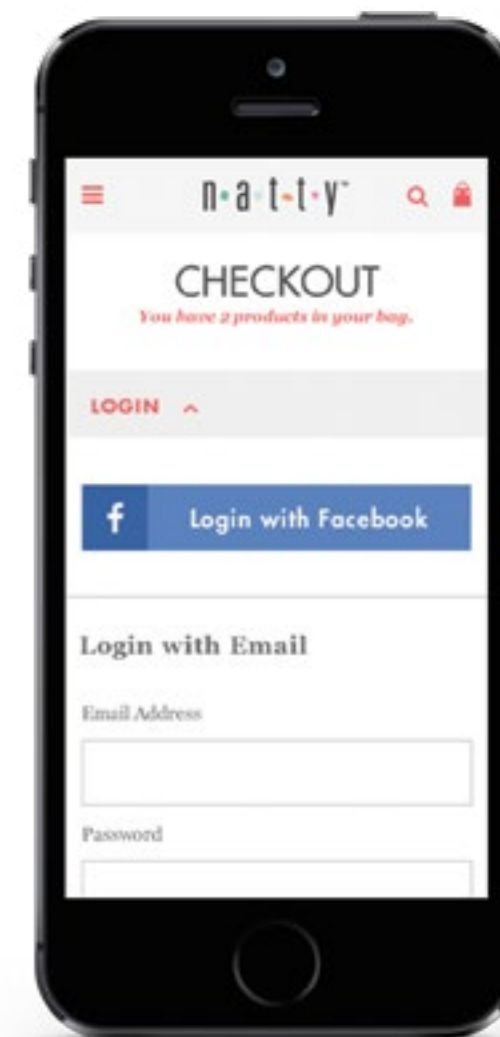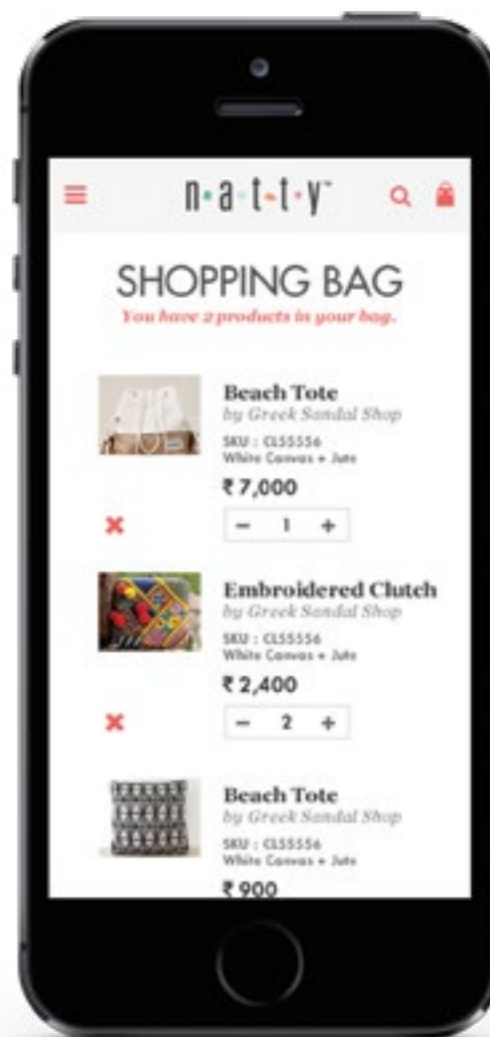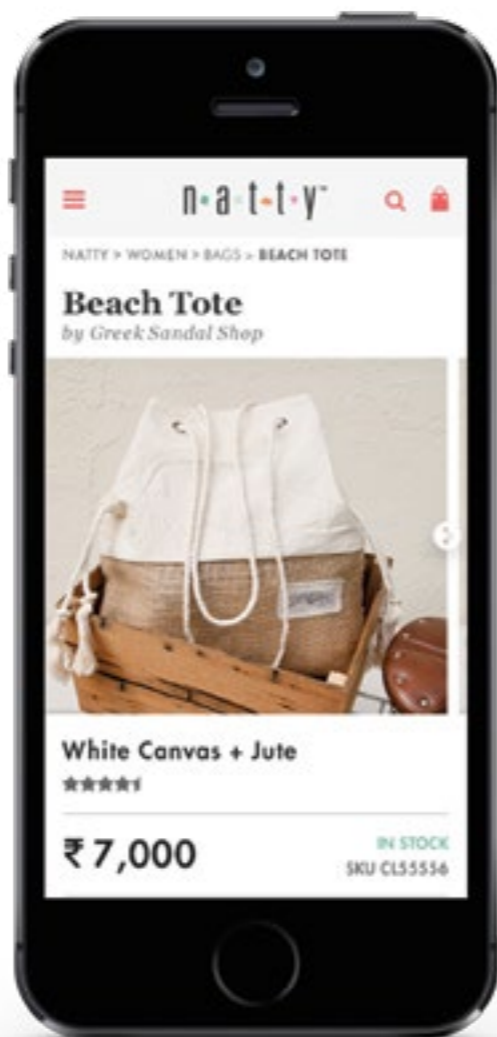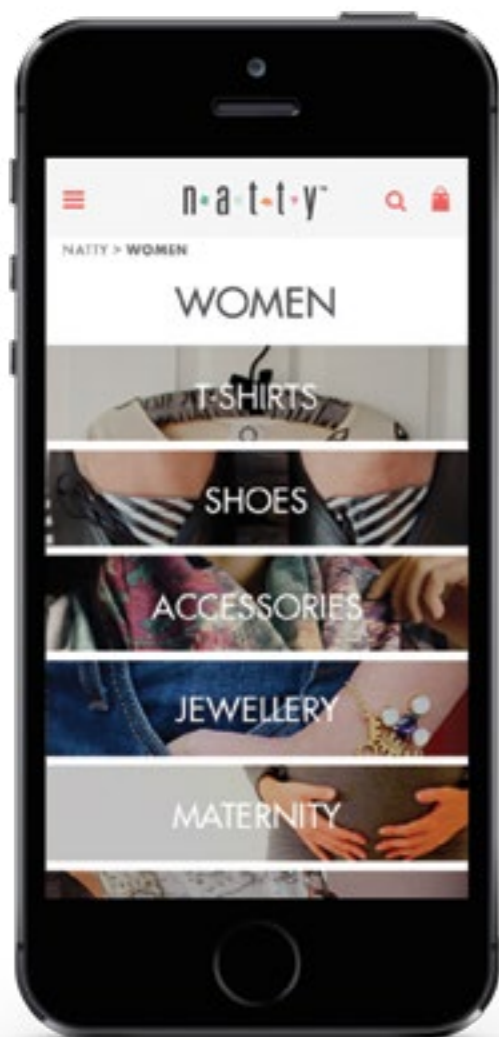
END OF AN ERA.

The most euphoric part of the internship was the realization that our time is now. I realized that now is the time to put the knowledge I've gained through the years to the test.

Lucid provided me with a perfect atmosphere to transition from an ideological college life to a more practical and realistic studio life. Though the future is uncertain, it's not dark. The experience and skills I've gained will stay with me for years to come.

Amit is an exceptional multidisciplinary designer. His guidance and expertise helped me improve my work to a great extent. Working with him made me a better designer that I was six months ago

The last 4 years and 6 months of the college have flown by and I can not remember feeling as empowered and enlightened as I am now.

BIBLIOGRAPHY

Web
https://www.etsy.com/in-en/
https://www.designspiration.net/
https://www.behance.com/
https://www.abduzeedo.com/
https://www.awwwards.com/
https://www.google.co.in/

Books
Thinking with the Type
Making and Breaking the Grid

ANUPAM TANEJA

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