



This poster shows a brief insight into my thought process and research behind the front end development of the Amy XoXo app. For a deeper analysis of my process, visit schlotdesign.com/amyxoxo



User Persona #1

Gen Z / Young Millennial
College (freshman)
Working minimum wage

Wants to browse the new summer collection of clothes before driving to the store to use one of her reward points for 10% off.

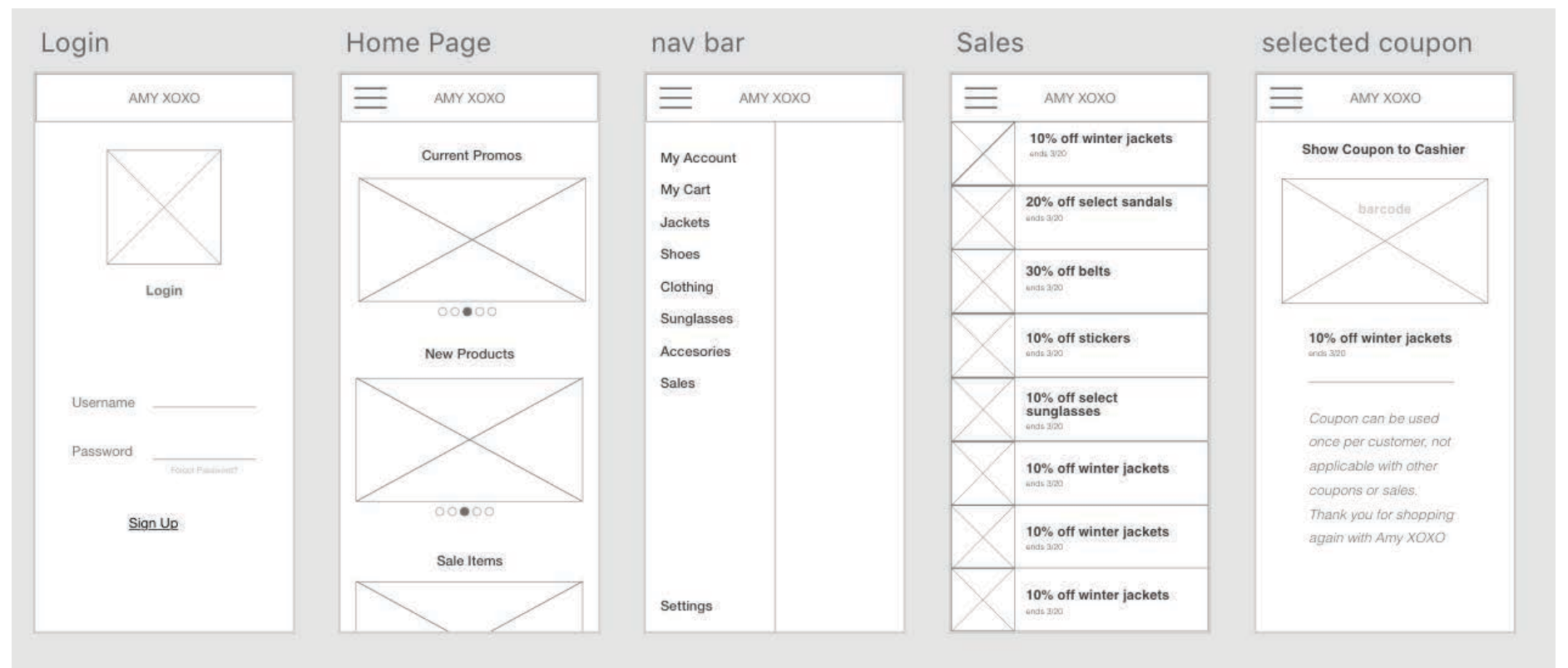


User Persona #2

Young Adult
28 years old
Social Media Manager

Wants to refresh her wardrobe and order new sunglasses and a bathing suit online. Due to the difficulty of parking in San Francisco.

Wireframe



San Francisco Display

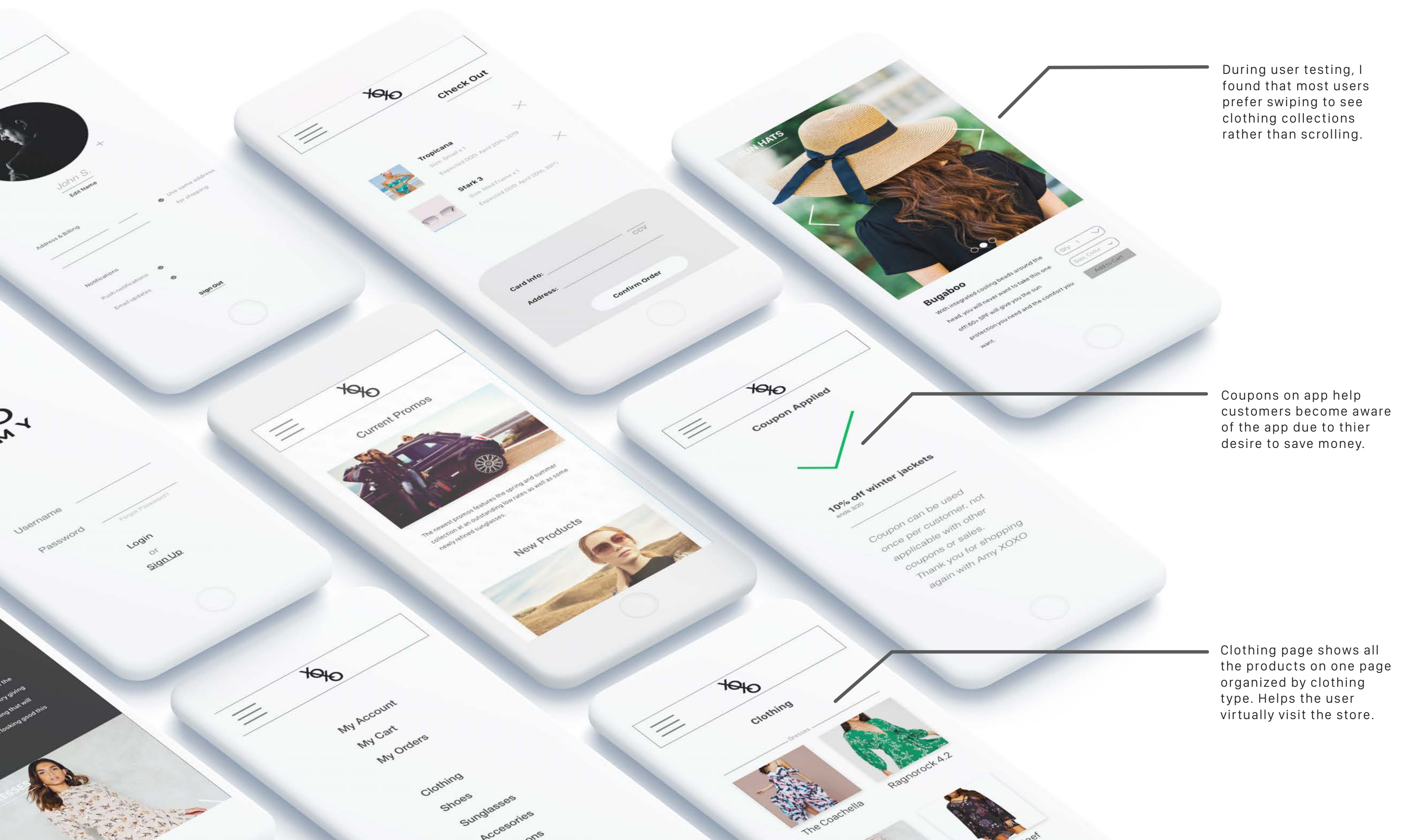
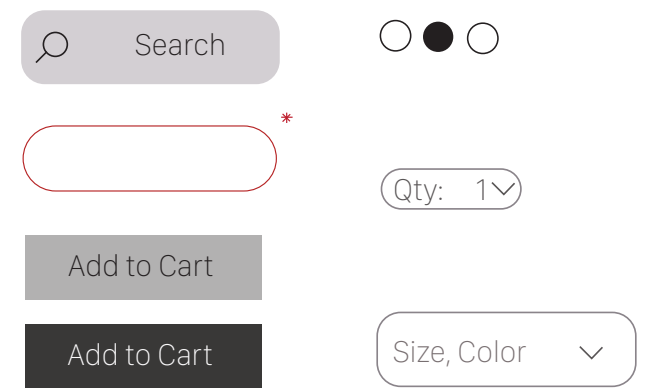
interface colors

- #00001
- #D3E4E8
- #FFFFFF

response colors

- #B73434
- #468E28

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Regular abcdefghijklmnopqrstuvwxyz
 Semibold 1234567890
 Black



During user testing, I found that most users prefer swiping to see clothing collections rather than scrolling.

Coupons on app help customers become aware of the app due to their desire to save money.

Clothing page shows all the products on one page organized by clothing type. Helps the user virtually visit the store.