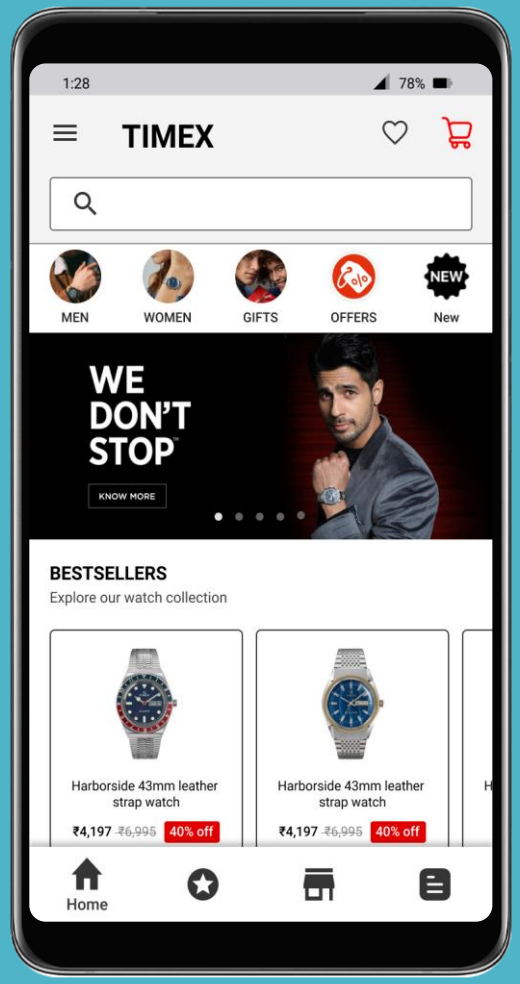
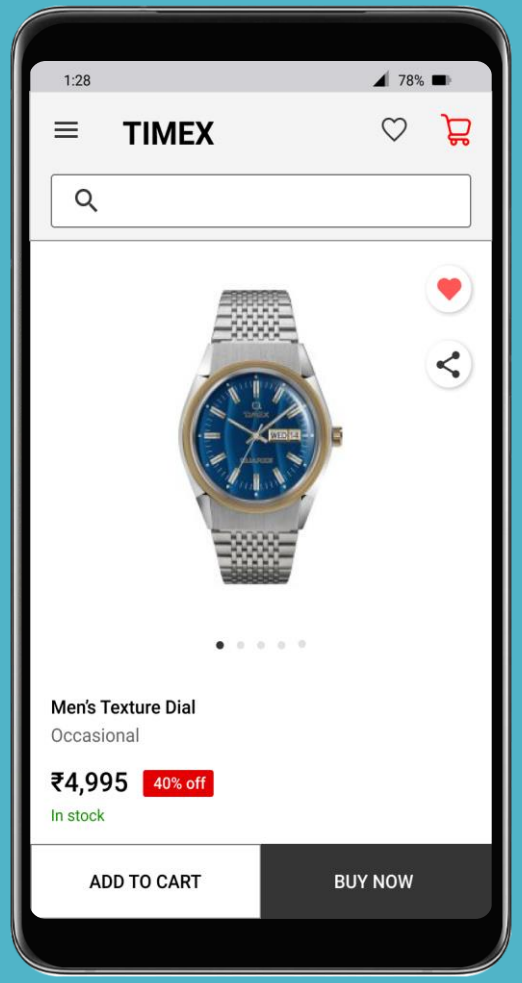
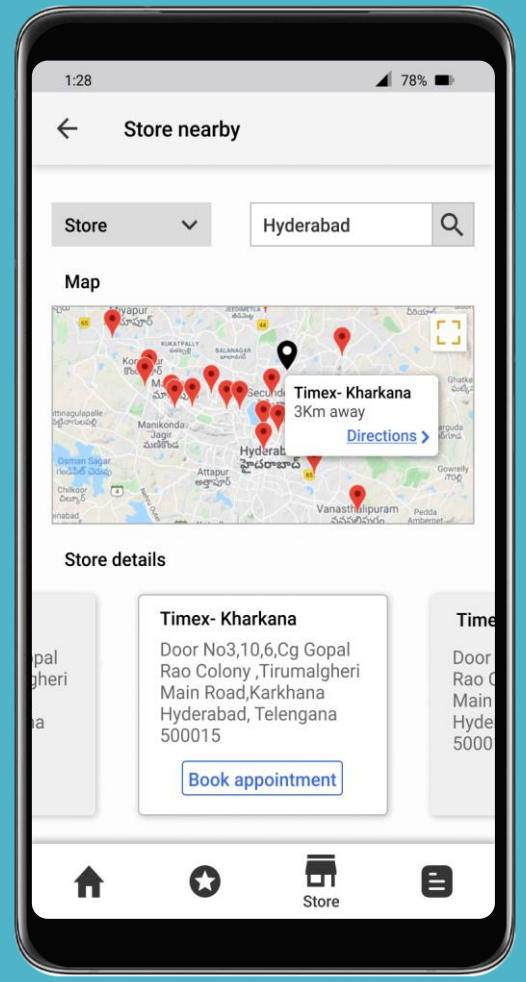
Timex App

Designed to meet the user needs







Overview

Objective

With the increase in accessibility of internet & mobile devices, shopping online has become more accessible. With this potential, Timex is looking at enhancing the users experience of buying watch online by focusing on the user needs, pain points and also analyzing the competitors in the market. This is achieved by enhancing the website experience according to user needs and also creating a Timex app to bring more accessibility & harnessing the features that can be availed through a mobile device.

My role

Being a imaginary project, I have taken the responsibility as a stakeholder, UX and UI designer.

Problem definition

Problem definition (User needs & pain points)

While buying a watch online, there can be many pain points for a user. Some of them are-

- Lack of in-hand experience to understand size & fit, durability & color
- Return & exchange policy
- Difficulty in understanding if the product is good or bad due to lack to customer rating & review
- Lack of features like book appointment, pick up at store, tracking nearby stores & service centers
- Lack of corporate page for bulk ordering

Use cases

- Self purchase
- Gifting to others
- Corporate purchase (gifting their employees)

User research

Competitive Analysis

Competitors

TIMEX TITAN FOSSIL SONATA CASIO fastrack

Strengths-

- **Website features-** Online shopping website, chat support feature, better preview of watch with zoom view and login with google or social media.
- **Product & services-** selling smartwatches and Gifting feature

Weak points-

- **Website features-** Currency selector feature, customer rating & review, shop by price in primary navigation, compare size & try at hand feature,
- **Product & services-** Corporate page, Ship to other countries, book appointment and pick up at store.
- Lack of dedicated mobile app.

User research

Target audience

Role-

- Software employee
- Student
- HR manager

Demographics- (gender, age education, occupation, martial status, income, location)

- 18-45 years old
- Male & female
- College student, employee, business man.
- Single, married
- Limited to good income
- Urban
- India

Psychographics- (Personality, values, attitude, interests & lifestyle)

- **Personality & attitude**
  - Sincere & responsible
  - Productive
  - Youthful
- **Values**
  - Moderately conservative
  - Value relationship
  - Spiritual
- **Lifestyle/ interests**
  - Studious or dedicated at work
  - Spend time with friends, colleagues & family
  - Be trendy

User research

Persona

Navdeep Gupta (Persona 1)

Age- 33 years old,
Location- Kolkata, India
Occupation- Software engineer
Status- Married

Goals-

- Balance work & family responsibilities
- Motivating family to fulfill social responsibilities
- To be conscious in spending money carefully

Frustrations-

- Not able to spend time with family
- Children are not getting good at academics
- Not so up to date with latest trends

Needs- Wants to gift a watch to his son on his birthday which people of his similar age wear. It should be comfortable, durable and affordable.

Anitha (Persona 2)

Age- 21 years old,
Location- Hyderabad, India
Occupation- Engineering student
Status- Single

Goals-

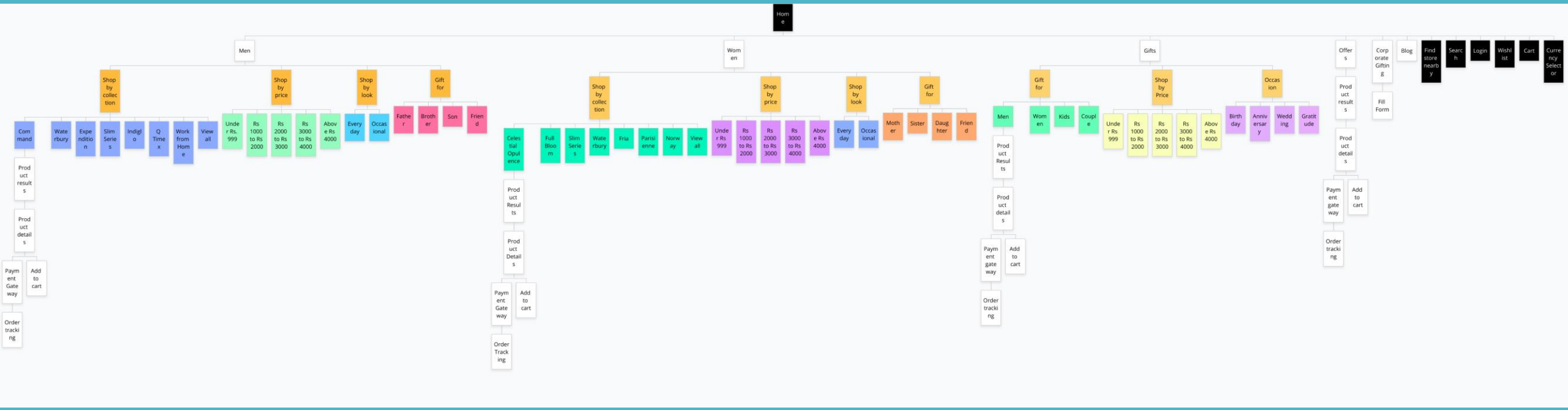
- Be good at academics
- Maintain good relationship with friends
- Stay trendy and stylish

Frustrations-

- Addicted to smartphone
- Lack of good health & mental peace
- Not able to cope up with academic work

Needs- Want to buy a smartwatch for herself to focus on her health and also look more stylish & trendy. It should be from a good brand which is stylish and has good features at a decent price.

Sitemap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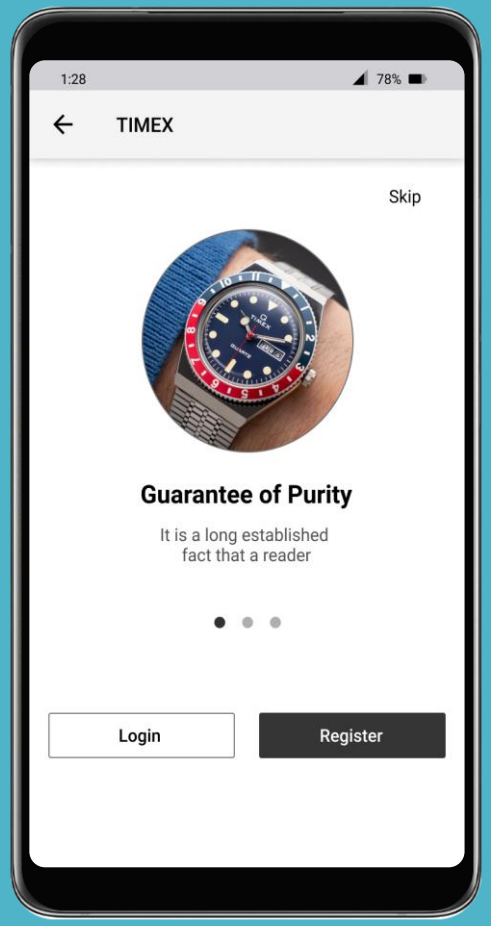
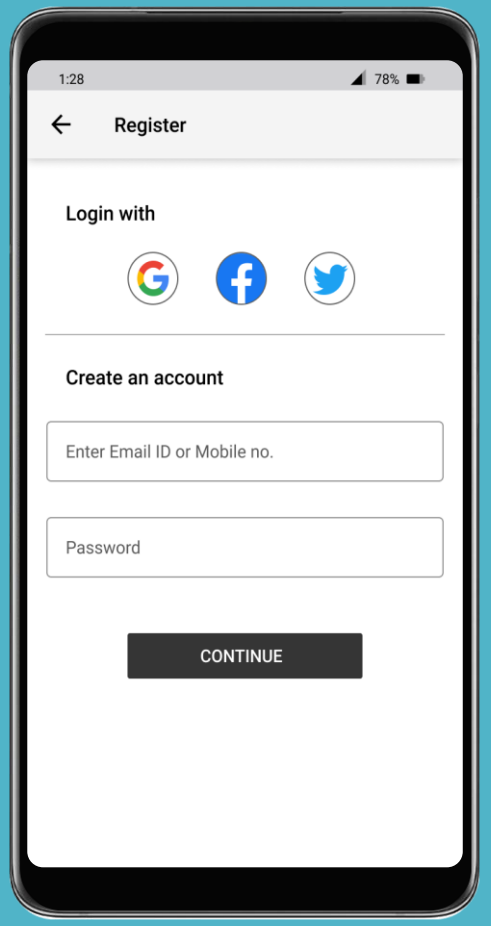
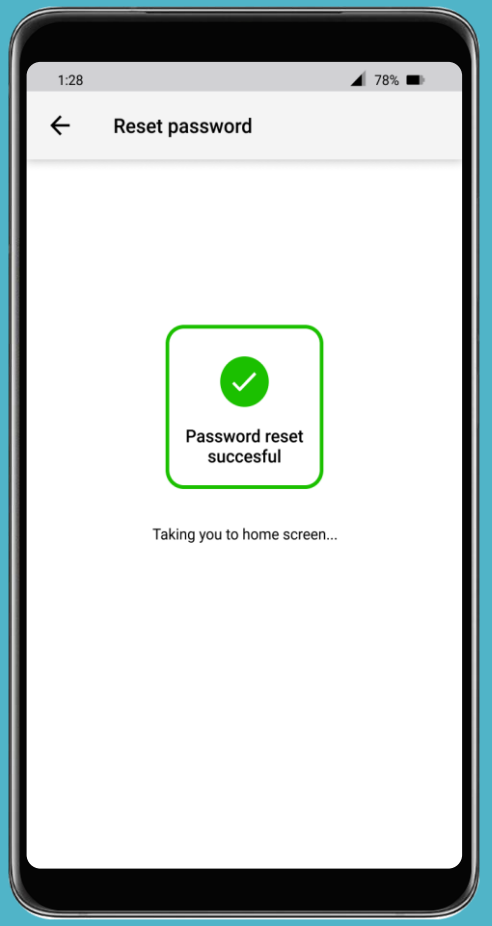
Visual Design

Setup

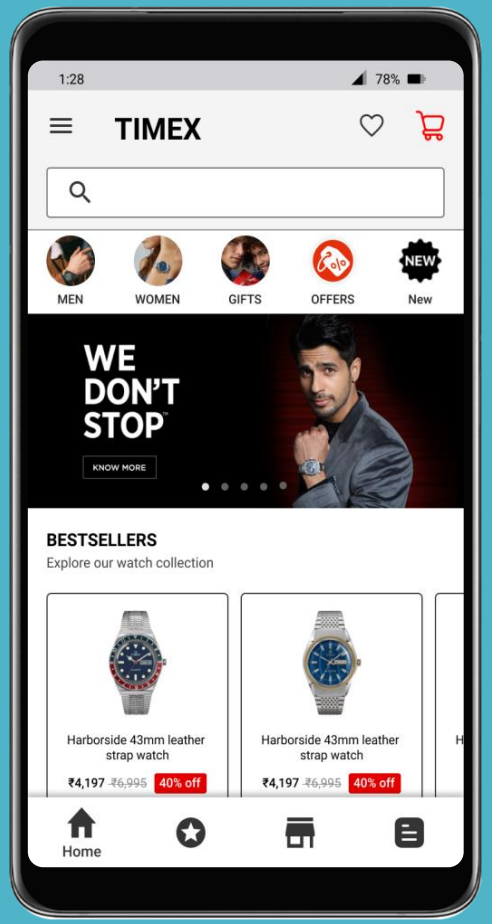


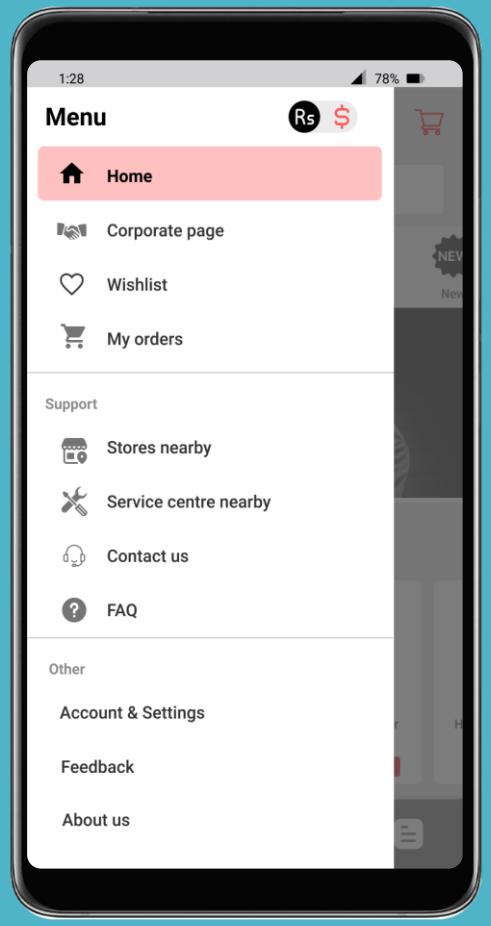


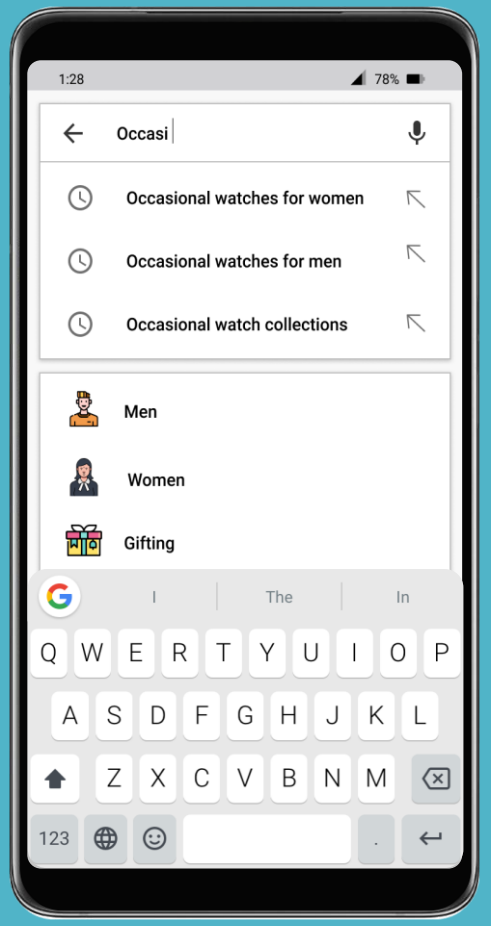


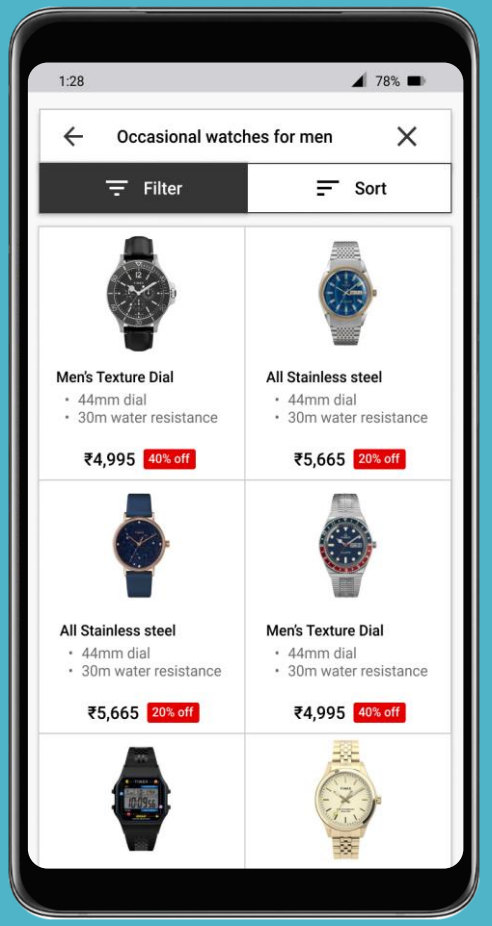
Visual Design

Home & product page



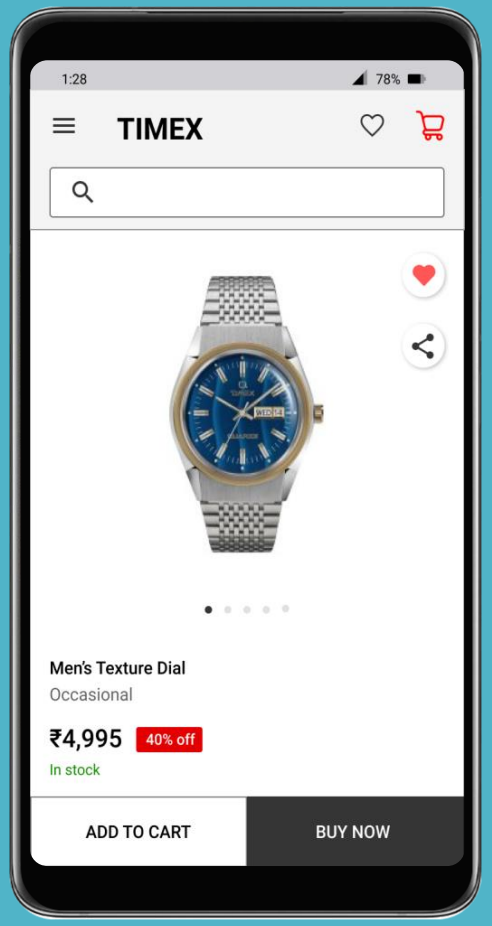


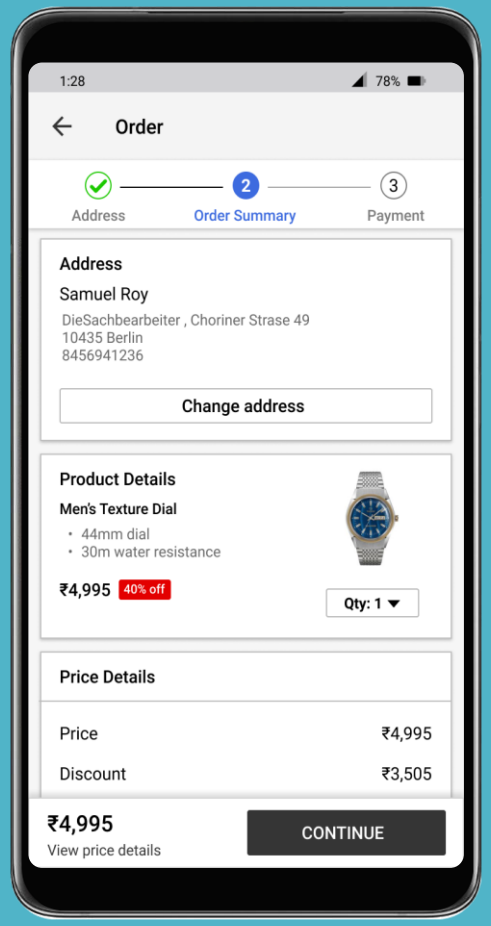


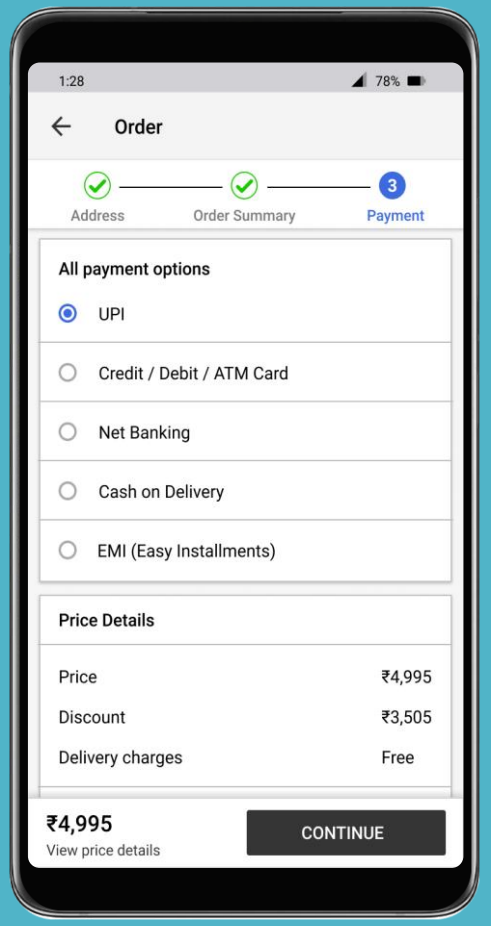


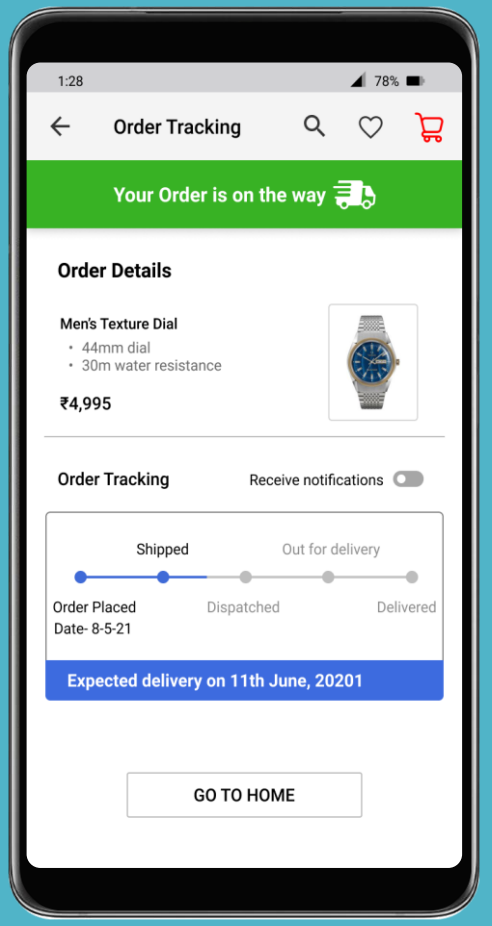
Visual Design

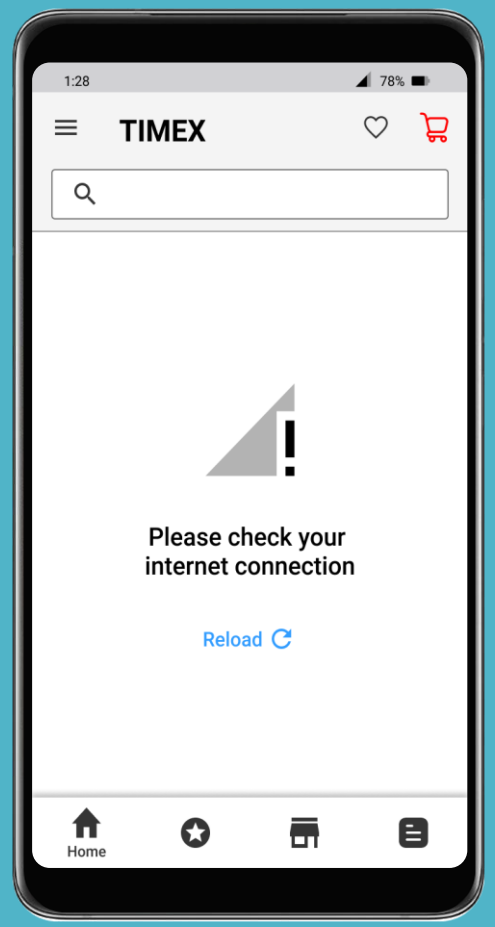
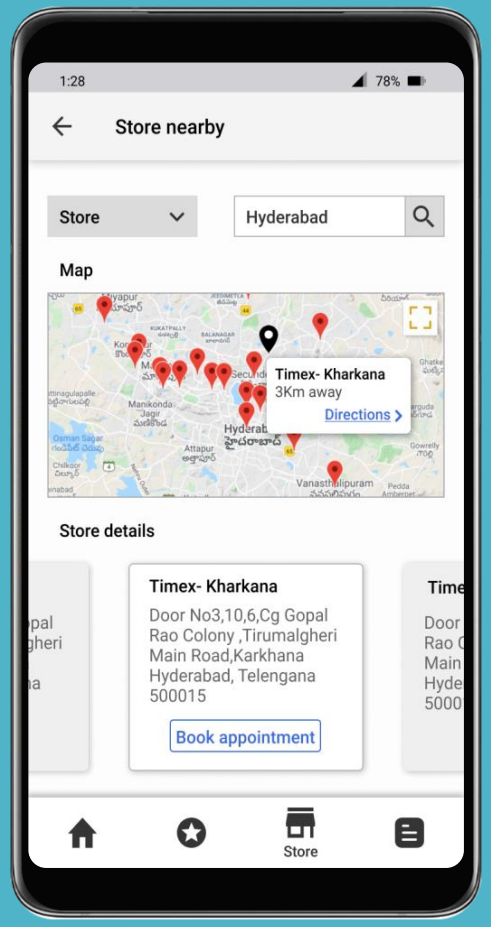
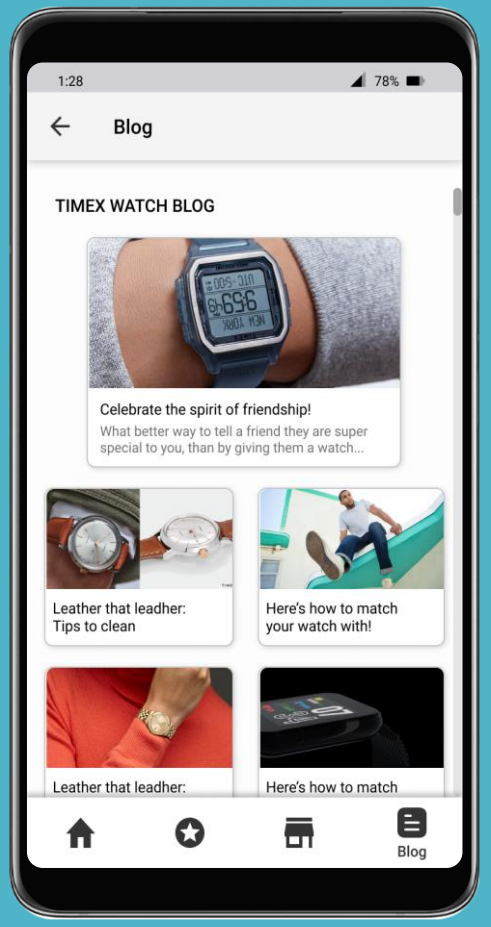
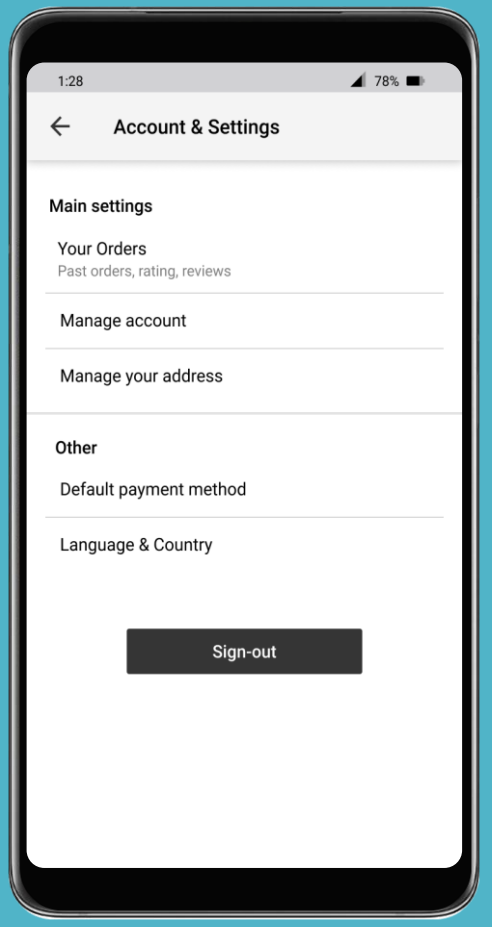
Payment gateway









Visual Design

Other