

ONLINE Retail App

Conceptual project

The client requested a best-in-class native mobile drinks delivery app concept that contains special features that would make it unique compared to its competitors.



Design Approach

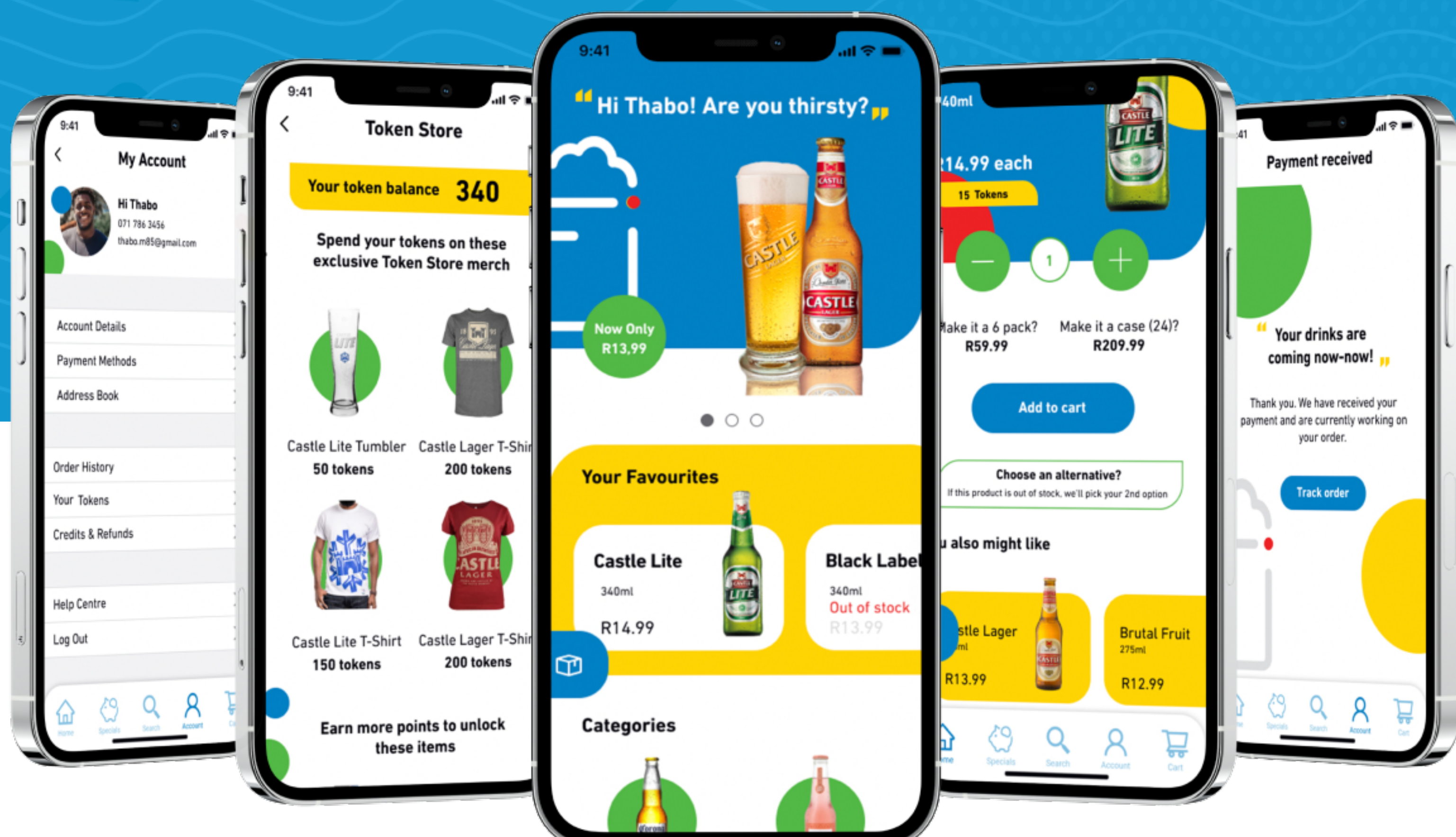
High-fidelity UI screens and an interactive prototype



Deliverables

High-fidelity UI screens and an interactive prototype

Interactive prototype



Protect Breakdown

The client requested a best-in-class native mobile drinks delivery app. The app needed to fulfill all the requirements of a fully functional e-commerce App, as well as contain special features that will differentiate the brand from others. The unique differentiator was key.

How did we differentiate the app?

With each drink the user purchases, they earn tokens. These can be spent on merchandise exclusively provided by the token store on the app.

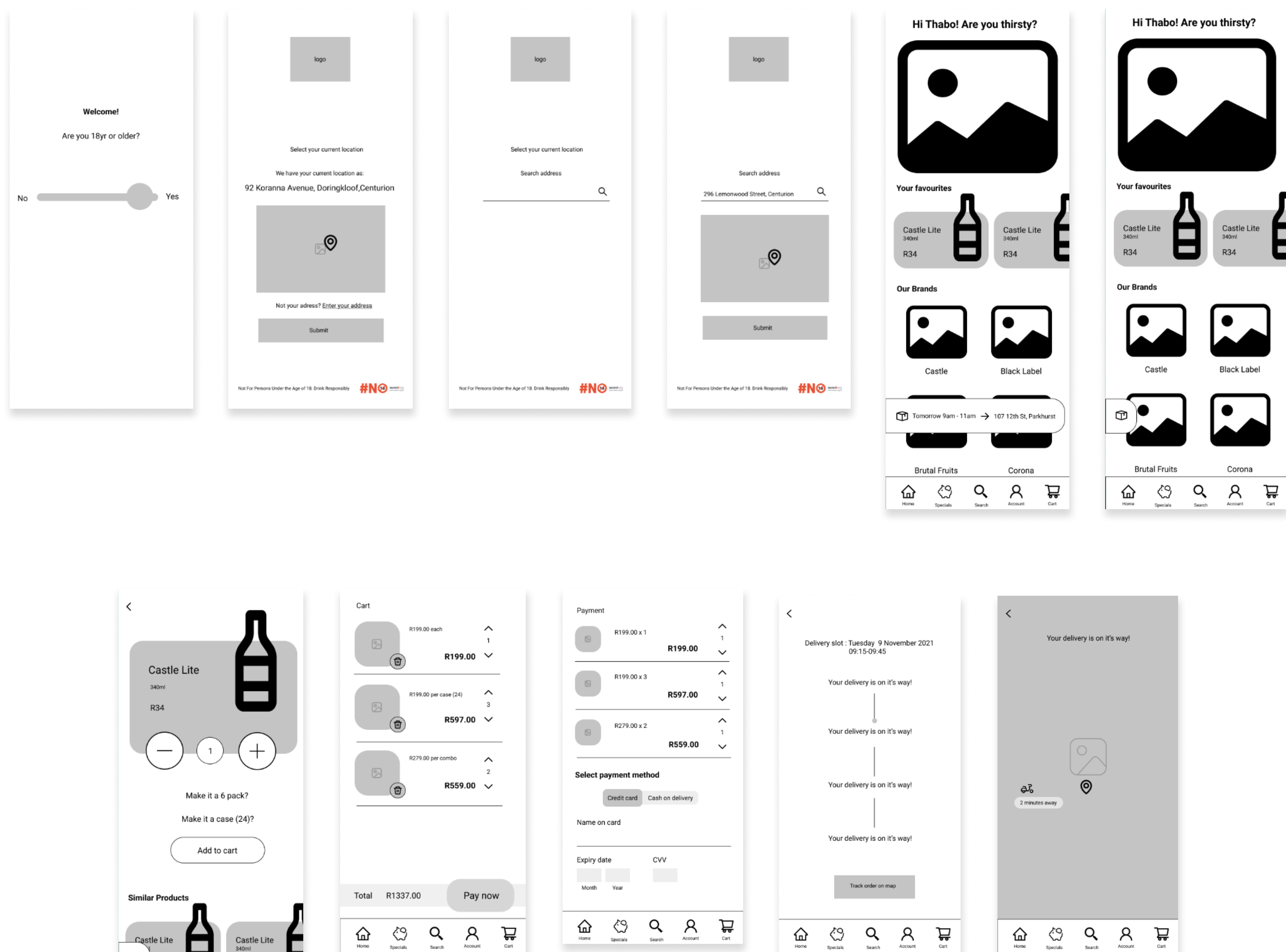
What route did we take?

We considered both the UX writing – which is colloquial and approachable while still conveying professionalism – and the bright, vivid brand colours in order to entice users to the app. We researched design trends to ensure that the client has the most relevant visual design. Each designer presented ideas, whereafter the team collaborated and created one design.

In order to do this we had to:

- Display the design as a prototype to better demonstrate the journey a user will take.
- Ensure that the designs are cohesive and represent a journey, with various access points.
- Ensure balance in creating UI and UX writing that are brand-specific whilst still incorporating UI elements that are universally understood and easily accessible.
- Ideate and invent a unique differentiating factor.

Wireframes



UI Designs

