

**Runway Ready**  
**(E-commerce app built on AppTile Platform)**

A PROJECT REPORT  
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE AWARD OF THE DEGREE  
OF

**MASTER OF DESIGN**  
**IN**  
**INTERACTION DESIGN**

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## **Candidate's Declaration**

I, **Skand Dobriyal**, Roll No - **2K21/MDID/15**, student of M.Des (**Department of Design**), hereby declare that the project Dissertation titled “**Runway Ready (E-commerce app built on AppTile Platform)**” which is submitted by me to the **Department of Design**, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design is original and not copied from any source without proper citation. This work has not previously formed the basis for awarding any Degree, Diploma Associateship, Fellowship, or other similar title or recognition.

Place: Delhi

Date: 26.04.2023

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## **Certificate**

I hereby certify that the Project Dissertation titled “**Runway Ready (E-Commerce App Built on AppTile Platform)**” which is submitted by **Skand Dobriyal**, Roll No - **2K21/MDID/15**, **Department of Design**, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Place: Delhi

Prof. Partha Pratim Das

Date: 26.04.2023

SUPERVISOR





## **Acknowledgment**

I wish to express my sincerest gratitude to Mr. Ankit Purohit, Manager, Product and Growth Team at Apptile, and Professor Partha Pratim Das for their continuous guidance and mentorship provided to me during the project. They showed me the path to achieve my targets by explaining all the tasks to be done and the importance of this project as well as its industrial relevance. They were always ready to help me and clear my doubts regarding any hurdles in this project. This project would not have been successful without their constant support and motivation during the last few months.

Lastly, I would like to thank Pratishma Bansal and Phalguni Singh for helping me complete this project.

Place: Delhi

Date: 26.04.2023

Skand Dobriyal

## **Abstract**

This thesis examines how Runway Ready, a minimal, responsive and luxurious app theme, was designed for Shopify app-store which can impact the growth of the of e-commerce businesses in a positive way helping them gain better conversion rates and an upgraded user experience. The study employs a mixed-methods approach to analyze user preferences and behaviors in relation to the app's visual design, as well as its impact on user engagement and conversion rates. The findings underscore the crucial role of app themes in platforms and how they can substantially improve the user experience, ultimately resulting in greater customer satisfaction and revenue for e-commerce companies. The project was completed during an internship at Apptile in Bengaluru.

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## Chapter 1

### INTRODUCTION TO SHOPIFY

#### 1. **What Shopify is?, Size of Shopify, Revenue of the platform:**

Shopify is a widely recognized e-commerce platform that allows businesses of all sizes and industries to create and manage their online stores. It offers a user-friendly interface that lets users customize their store design, add products, manage inventory, process payments, and handle shipping and taxes. With its simple platform, businesses of all sizes can set up an online store and reach customers worldwide. Shopify provides a range of tools and features, such as analytic, marketing, and customer support, to help businesses optimize their online presence and drive sales. Its flexible and scalable platform makes it an ideal choice for businesses looking to expand their online presence and increase revenue.

Shopify is a publicly traded company that provides an e-commerce platform for businesses to create and manage their online stores. As of 2021, Shopify has over 1.7 million businesses in more than 175 countries using its platform, generating more than \$307 billion in sales since its launch. In 2020, Shopify's revenue was \$2.9 billion, with a net income of \$319 million. The company has a workforce of over 7,000 people worldwide and has a market capitalization of over \$175 billion. Shopify's user-friendly platform, adaptable pricing options, and robust feature set have made it one of the most popular e-commerce platforms in the world.



Figure 1: Shopify gross merchandise volume

## 2. Who use Shopify?(Types and sizes of brands):

Shopify is a platform that is utilized by businesses of various types and sizes, ranging from small independent stores to large multinational corporations. According to the company's website, the platform caters to businesses operating in diverse industries, such as fashion and apparel, health and beauty, electronics, food and beverage, home and garden, and more.

The platform has become quite popular among many well-known brands, including Tesla, Allbirds, Red Bull, Heinz, Gymshark, and Kylie Cosmetics. By utilizing Shopify's advanced features and user-friendly interface, these brands have been able to make a significant impact in their respective industries and reach a global audience.

One great example of a business that has benefited greatly from Shopify's scalability and flexibility is Gymshark, a UK-based fitness apparel brand that started



as a small startup and has now become a global brand with over \$100 million in yearly revenue. Another example is Kylie Cosmetics, a direct-to-consumer beauty brand launched by reality TV star Kylie Jenner. Since its launch in 2015, the brand has reportedly earned over \$630 million in revenue, with its Shopify-powered e-commerce site playing a significant role in its success.

| <b>Year</b> | <b>Buyers</b>      |
|-------------|--------------------|
| 2014        | <b>28 million</b>  |
| 2015        | <b>57 million</b>  |
| 2016        | <b>100 million</b> |
| 2017        | <b>163 million</b> |
| 2018        | <b>216 million</b> |
| 2019        | <b>300 million</b> |
| 2020        | <b>457 million</b> |

Figure 2: Shopify revenue growth

## Chapter 2

### INTRODUCTION TO SHOPIFY APP STORE

#### 2.1. Shopify App Store:

The Shopify app store provides a collection of apps that works as an integration for Shopify stores. The categories of the apps vary from inventory management and SEO optimization to marketing your store. One can find apps for almost anything you need to assist your business on this platform.

The app Store is a valuable tool for any shop owner looking to improve their store's functionality. This platform allows store owners to discover new apps that can help them in various aspects of running their business, as well as keeping track of all the apps they've already installed.

The App Store provides users with a variety of information about each app, including reviews from other users, screenshots, and detailed descriptions, which can help users make informed decisions about which apps to install. By reading reviews, users can gain insights into other people's experiences with the app and decide if it's right for them. Additionally, seeing screenshots of the app in action can give users a better understanding of what the app does and how it can benefit their store.

With so many different apps available on the App Store, it's easy for store owners to find an app that can help them with whatever they need. Whether it's inventory management, social media marketing, or website optimization, there's sure to be an app available that can streamline the process and save time and money.

The Shopify App Store also makes it easy for store owners to manage the apps they have installed in a centralized way. They can quickly see which apps are active, view billing information, and even uninstall apps they no longer need. This

streamlined process allows store owners to focus on running their businesses instead of spending time managing their apps.

In conclusion, the Shopify App Store is an essential resource for any store owner looking to improve their online business. With a vast selection of apps available, store owners can find the right app to meet their specific needs. The detailed information provided for each app allows users to make informed decisions about which apps to install, while the streamlined management system ensures that apps can be easily installed, managed, and uninstalled as needed.

Since 2015, the number of apps in the Shopify App Store has increased by 677%, with 7,000 apps now available for download across 12 different categories. In the past two years alone, the Shopify app marketplace has added 3,300 new apps, bringing the total count to 7,000 as of 2021. Below is a table showing the number of apps available on the Shopify App Store since 2015:

| <b>Year</b> | <b>Apps</b>  |
|-------------|--------------|
| 2015        | <b>900</b>   |
| 2016        | <b>1,400</b> |
| 2017        | <b>2,300</b> |
| 2018        | <b>2,500</b> |
| 2019        | <b>3,700</b> |
| 2020        | <b>6,000</b> |
| Q2 2021     | <b>7,000</b> |

Figure 3: Increase in number of Shopify app store

Many individuals have suggested that creating an application on a flourishing platform is an effective way to commence your entrepreneurial journey. Shopify presents abundant opportunities to do so through its app store. There are both free and paid apps in the store.

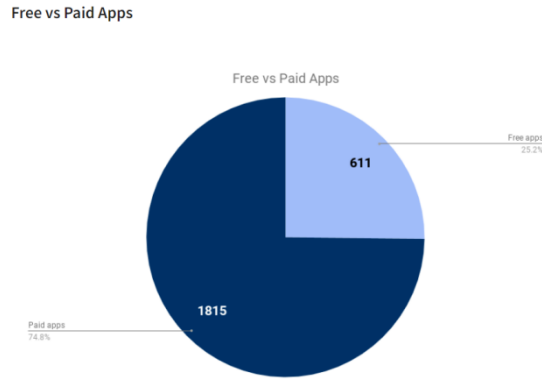


Figure 4: Proportion of free and paid apps on Shopify app store

## 2.2. Revenue share for Shopify App Store developers:

When developers sell their apps on the Shopify App Store, they are required to pay a default app revenue share of 20% to Shopify. However, developers can apply for a reduced revenue share plan that allows them to keep the first \$1,000,000 in annual gross app revenue earned through the Shopify App Store without paying any share to Shopify. If the total app revenues exceed \$1,000,000 annually, the developers are subject to a reduced revenue share of 15% instead of the standard rate of 20%.

## 2.3. New apps in Shopify store:

For individuals contemplating app development on Shopify, it is essential to have information on the performance of new apps, defined as those launched within the last three months. According to the latest data, new apps generate a total monthly revenue of \$58,995, with an average of \$355 and a median of \$27.

Similarly, new developers, i.e., those with only one new app, have a total monthly revenue of \$18,580, with an average of \$295 and a median of \$49.

## New Apps - Average Revenue

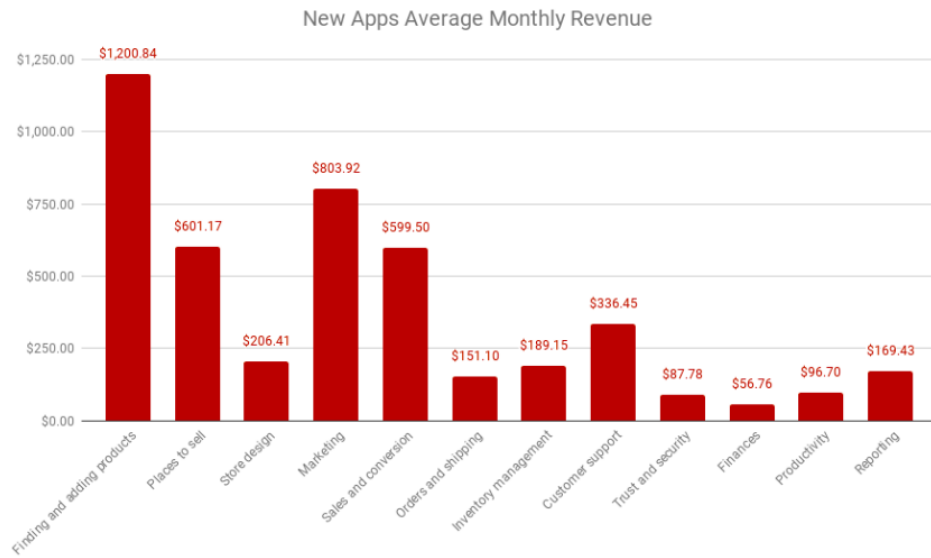


Figure 5: New Apps - Average Revenue

## 2.4. Categories

Now for the fun stuff. Here are a bunch of stats broken down by category. This might make it easier to identify high-potential categories to develop your app in.

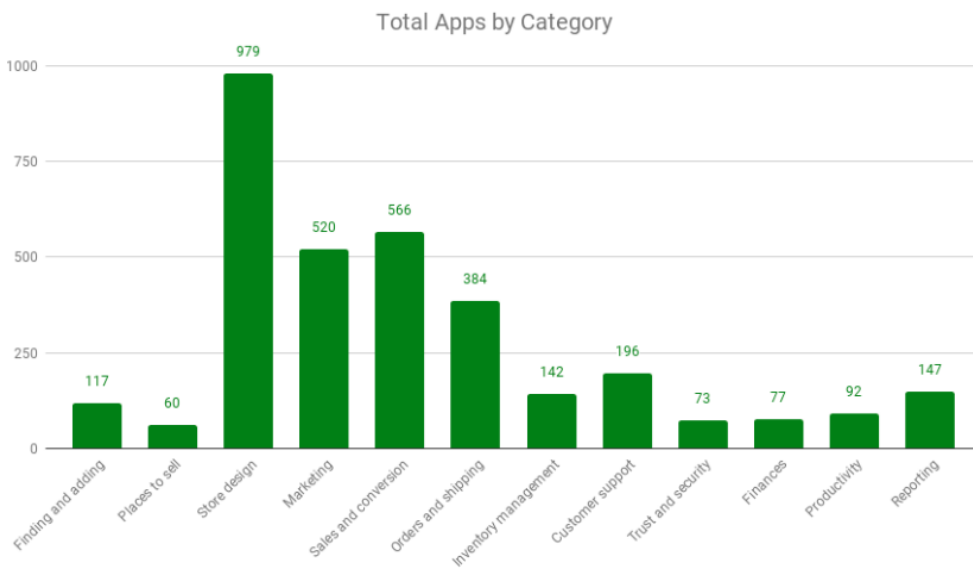


Figure 6: Total apps by category

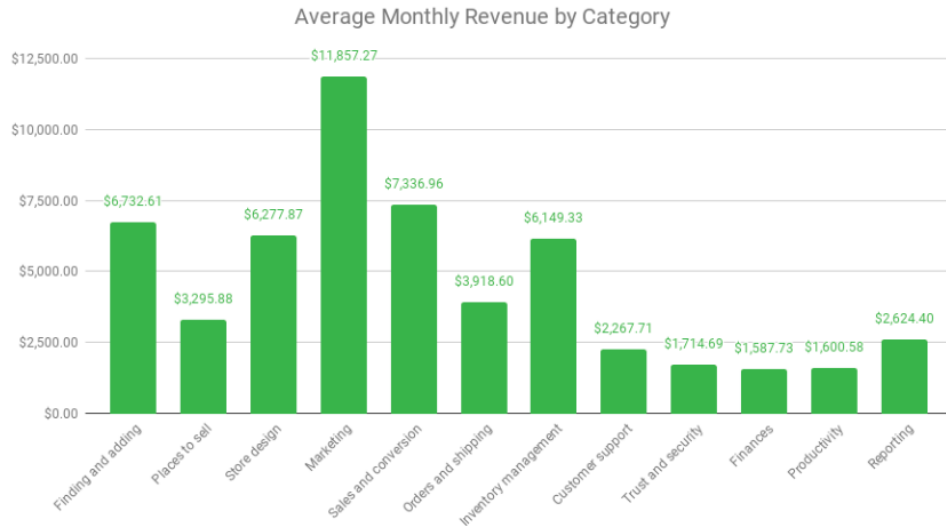


Figure 7: Average monthly revenue by category

## 2.5. Scope of business for the development of an app for Shopify store:

Developing a new app for the Shopify App Store can have a significant business scope, as it offers the potential to reach a vast user base and generate revenue through app sales and subscription models.

Shopify is a popular e-commerce platform that allows businesses to create and manage online stores. The Shopify App Store offers a range of third-party apps that integrate with the platform, providing additional functionality for merchants. As a developer, creating an app for the Shopify App Store means tapping into this ecosystem and potentially gaining access to a large customer base.

The business scope of developing a new app for the Shopify App Store can be divided into several key areas:

**Revenue from app sales:** As a developer, you can earn revenue by charging a one-time fee for your app or selling it on a subscription basis. Shopify takes a 20% cut of app revenue, leaving the remaining 80% for the developer.

**Access to a large customer base:** The Shopify App Store has millions of users, offering a potentially massive customer base for your app. By creating an app that solves a problem or adds value for Shopify merchants, you can tap into this market

and generate significant revenue.

**Building a brand:** Developing an app for the Shopify App Store can also help build your brand and reputation as a developer. If your app is successful, it can lead to increased exposure and new opportunities.

**Opportunities for partnerships:** As a developer, you may also have opportunities to partner with other businesses or apps within the Shopify ecosystem. This can further expand your reach and revenue potential.

However, it's worth noting that the competition on the Shopify App Store is high, and creating a successful app requires careful planning, marketing, and ongoing support. It's essential to have a solid business plan and a clear understanding of your target audience and their needs.

## **Chapter 3**

### **INTRODUCTION TO APPTILE**

#### **3.1. What is Apptile?**

Apptile mission is to develop a platform or tool that makes it easy for micro-entrepreneurs to create their websites, social media profiles, or other digital marketing assets. This could include templates, design guidance, and other resources that help them create professional-looking assets without needing to hire a designer or developer.

#### **3.2. Fundraising**

Apptile, a SaaS startup specializing in no-code mobile app development, has raised \$2.5 million in seed funding led by the Mankekar Family Office and Ramakant Sharma, the founder of Livspace. The funds will be used to launch its platform, which allows Shopify businesses to create customized, high-performance mobile apps without the need for coding or design experience. Apptile offers customizable and hyper-personalized app-building capabilities that were previously only available to large brands. Co-founded by Rohit Modi, Samyam Annappa, and Vishal Sood in 2021, Apptile aims to bridge the gap between the widespread adoption of mobile devices and the slow development of mobile apps over the past 15 years. Rohit Modi, who was the founding member and group CTO at Livspace, believes that Apptile's no-code platform will empower DTC merchants to build strong brands and drive meaningful growth by cultivating customer loyalty and increasing their lifetime value.

#### **3.3. Understanding Apptile and their Competitors**

Understanding the work style of the company and knowing its competitors are important steps in the app development process. By doing so, you can identify the



company's unique strengths and weaknesses and gain insights into the needs and preferences of its target audience.

By being a part of the team and doing exercises, you can gain a deeper understanding of the company culture, values, and goals, which can help guide the app development process. This collaborative approach can also help build trust and rapport between you and the company, which is essential for a successful partnership.

During the app development process, it's essential to continually collaborate with the company and gather feedback on the app's design, functionality, and user experience. By doing so, you can ensure that the app meets the company's needs and aligns with its brand values and messaging.

Overall, taking a collaborative approach and prioritizing communication and feedback can help ensure a successful app development project that meets the company's goals and resonates with its target audience.

There are many app-creating platforms available, each with its own set of features and capabilities. Here are a few popular options to consider:

When choosing an app-creating platform, it's important to consider factors like ease of use, pricing, available features, and integrations with other tools and services.

Their official links :

Appy Pie - <https://www.appypie.com/>

BuildFire - <https://buildfire.com/>

AppSheet - <https://www.appsheet.com/>

AppMakr - <https://www.appmakr.com/>

AppInstitute - <https://appinstitute.com/>

### **3.3.1. Appy Pie:**

Appy Pie is a no-code app builder that offers a variety of features for creating mobile apps for iOS and Android. The platform provides pre-built app templates and drag-and-drop functionality for easy customization. Appy Pie offers a free plan, as well as paid plans with more features and capabilities. One of the main advantages of Appy Pie is its ease of use, as it requires no coding experience to use. However, some users have reported issues with customer support and limited customization options.

### **3.3.2. BuildFire:**

BuildFire is a drag-and-drop app builder that enables users to create mobile apps for iOS and Android devices. The platform offers a variety of features, including push notifications, in-app messaging, and analytics. BuildFire offers both a free plan and paid plans with more features and capabilities. One of the advantages of BuildFire is its flexibility, as it allows for more advanced customization and integration with other tools and services. However, some users have reported issues with app performance and limited design options.

### **3.3.3. AppSheet:**

AppSheet is a no-code app builder that allows users to create custom mobile and web apps. The platform offers integration with popular data sources like Google Sheets, Excel, and Salesforce. AppSheet offers a free plan, as well as paid plans with more features and capabilities. However, some users have reported issues with the complexity of the platform and limited design options.

### **3.3.4. AppMakr:**

AppMakr is a DIY app builder that offers both a free and paid version. The platform allows users to create iOS and Android apps with no coding required and includes features like push notifications, social media integration, and analytics. One of the advantages of AppMakr is its ease of use, as it requires no coding experience to use.

However, some users have reported issues with limited customization options and app performance.

### **3.3.5. AppInstitute:**

AppInstitute is a drag-and-drop app builder that offers a variety of features for creating mobile apps. The platform includes pre-built templates, an easy-to-use interface, and integrations with popular services like Shopify and WordPress. AppInstitute offers both free plans and paid plans with more features and capabilities. One of the advantages of AppInstitute is its focus on e-commerce, which makes it a good choice for businesses that sell products online. However, some users have reported issues with limited customization options and high pricing for paid plans.

Figure 8: Competitor of Apptile

It's worth noting that while these features provide a general overview of each platform, the exact set of features and capabilities may vary depending on the specific plan and pricing tier you choose.

## **Chapter 4**

### **TYPES OF BUSINESSES ON SHOPIFY**

#### **4.1. What type of businesses are abundant in Shopify?**

Shopify is a popular e-commerce platform that hosts a diverse range of businesses. There are many types of businesses that can be found on Shopify, ranging from small independent shops to large corporations. Some of the most common types of businesses on Shopify include fashion and apparel stores, beauty and cosmetics shops, electronics retailers, home and garden stores, and pet supply shops. Additionally, Shopify also hosts niche businesses such as eco-friendly stores, handmade goods shops, and subscription box services. Overall, Shopify is a versatile

| App Creating Platform         | Appy Pie | BuildFire | AppSheet | AppMakr | ApplInstitute |
|-------------------------------|----------|-----------|----------|---------|---------------|
| No-coding Required            | Yes      | Yes       | Yes      | Yes     | No            |
| Drag-and-Drop Interface       | Yes      | Yes       | No       | Yes     | Yes           |
| Pre-built Templates           | Yes      | Yes       | No       | Yes     | Yes           |
| Customizable Design           | Yes      | Yes       | Yes      | Yes     | Yes           |
| Integrations with Other Tools | Yes      | Yes       | Yes      | No      | Yes           |
| Push Notifications            | Yes      | Yes       | Yes      | Yes     | Yes           |
| In-App Messaging              | Yes      | Yes       | No       | No      | Yes           |
| Analytics                     | Yes      | Yes       | Yes      | Yes     | Yes           |
| Free Plan                     | Yes      | Yes       | Yes      | Yes     | Yes           |
| Paid Plans Available          | Yes      | Yes       | Yes      | Yes     | Yes           |

platform that caters to a broad range of businesses and industries, making it an excellent choice for entrepreneurs looking to start an online store.

#### **4.2. What is the future of Shopify?**

Looking to the future, Shopify seems poised for continued growth. The company is constantly expanding its offerings and increasing its reach. With its easy-to-use platform and wide range of features, Shopify is well-positioned to become the leading e-Commerce platform in the world.

Shopify is constantly expanding and adding new features to help businesses succeed. Here are some of the latest updates:

**Shopify Checkout:** Shopify Checkout has been redesigned to be more user-friendly and customizable. Businesses can now offer customers the option to pay with Apple Pay, Google Pay, or PayPal.

#### **4.3. Market size of fashion and beauty brands on Shopify :**

Beauty and fashion brands are among the most popular types of businesses on the Shopify platform, and together they represent a significant portion of the total gross merchandise volume (GMV) on the platform. The exact market size of beauty and fashion brands on Shopify is difficult to estimate, but there are several indicators that suggest it is substantial.

Firstly, in 2020, Shopify reported that the total GMV of all merchants on the platform was \$119.6 billion, with beauty and personal care products being one of the top-selling categories. This indicates that the market size of beauty brands on Shopify is significant, as they contribute a substantial portion of the total GMV on the platform.

Secondly, there are numerous high-profile beauty and fashion brands that use Shopify to sell their products. These brands include names such as Kylie Cosmetics, Glossier, and ColourPop, among others. The fact that these well-known brands have chosen Shopify as their e-commerce platform of choice is a testament to the platform's ability to support successful beauty and fashion businesses.

Lastly, the popularity of Shopify as an e-commerce platform for beauty and fashion brands has led to the development of numerous third-party apps and integrations that are specifically designed to support these types of businesses. For example, there are apps that can help with inventory management, shipping, and customer service, among other things.

Overall, while the exact market size of beauty and fashion brands on Shopify is difficult to estimate, it is clear that it is a significant portion of the platform's total GMV. The platform's popularity among high-profile beauty and fashion brands, as well as the development of numerous third-party apps and integrations, further reinforce its position as a leading e-commerce platform for these industries.

#### **4.4. Standard practices of beauty brands on Shopify:**

##### **4.4.1. Getting the brand identity right:**

The first step in marketing beauty brands is to determine brand identity and target audience. Without a clear understanding of what your product offers and who it appeals to, it is difficult to effectively communicate its value to potential customers. Therefore, before you can promote your beauty brand, you need to establish its unique selling proposition and identify the demographic you are aiming to reach.

When developing your brand messaging, it is important to avoid vague and grandiose claims that do not provide any specific information about your products. For instance, labeling your skin care line as "The world's best" is imprecise and lacks substance. Instead, a more effective approach would be to focus on your brand's unique qualities and benefits. For example, a message such as "Our skin care products are made from top-quality, natural ingredients and we are committed to transparency about our ingredients" communicates to customers that your brand prioritizes quality and honesty.

##### **4.4.2. Selling the outcome instead of the product:**

Many successful beauty brands on Shopify have mastered the art of clever branding. One key aspect of effective branding is understanding that customers are not just looking to purchase products, but rather they are seeking outcomes and solutions to their needs. Your products serve as a tool to help them achieve those outcomes. For instance, when customers are searching for acne treatments, their primary focus is

not on adding another product to their collection. Rather, they are seeking a solution that will effectively treat and eliminate their acne. By understanding this customer mindset, beauty brands can tailor their messaging to highlight the specific benefits and outcomes their products can provide.

#### **4.4.3. Take advantage of social media marketing**

Social media marketing is essential for growing beauty brands in today's digital age. With the rise of social media platforms such as Instagram, Facebook, and YouTube, brands have a unique opportunity to engage with their target audience and build a loyal following. Through visually appealing content, influencer collaborations, and targeted advertising, beauty brands can increase their visibility, reach, and ultimately, their sales.

For example, Glossier, a beauty brand known for its minimalist and millennial-friendly aesthetic, has grown to become a billion-dollar company largely due to its strong social media presence. By using Instagram as its main marketing tool, Glossier has created a community of loyal followers who eagerly await new product launches and engage with the brand through user-generated content and online reviews. This has allowed the brand to establish itself as a major player in the beauty industry, despite being relatively new compared to established beauty giants.

#### **4.4.4. Information about the ingredients:**

In response to the growing demand for transparency from consumers, skin care companies should prioritize providing a full list of product ingredients. While some companies may choose to only disclose a partial list, being upfront about all ingredients is ultimately the best approach. By doing so, companies can build trust with their customers by demonstrating their commitment to transparency and confidence in their formulations.

#### **4.4.5. Showing how products work:**

Social media has become an effective tool for beauty brands to showcase their products and build customer loyalty. By demonstrating how their products work through visually appealing content, beauty companies can create a sense of trust and transparency with their audience. Through product tutorials, before-and-after images, and user-generated content, brands can establish a personal connection with their customers and foster a community of loyal fans. This type of engagement not only boosts sales but also creates a lasting relationship between the brand and its customers.

#### **4.4.6. Working with influencers:**

Social media influencers play a significant role in the growth of beauty brands by creating buzz and driving sales through their large followings and influential content. Influencers have the ability to reach a broad audience and connect with consumers on a personal level through their authentic and relatable content. By featuring beauty products in their posts, influencers can generate interest and enthusiasm among their followers, leading to increased sales and brand recognition.

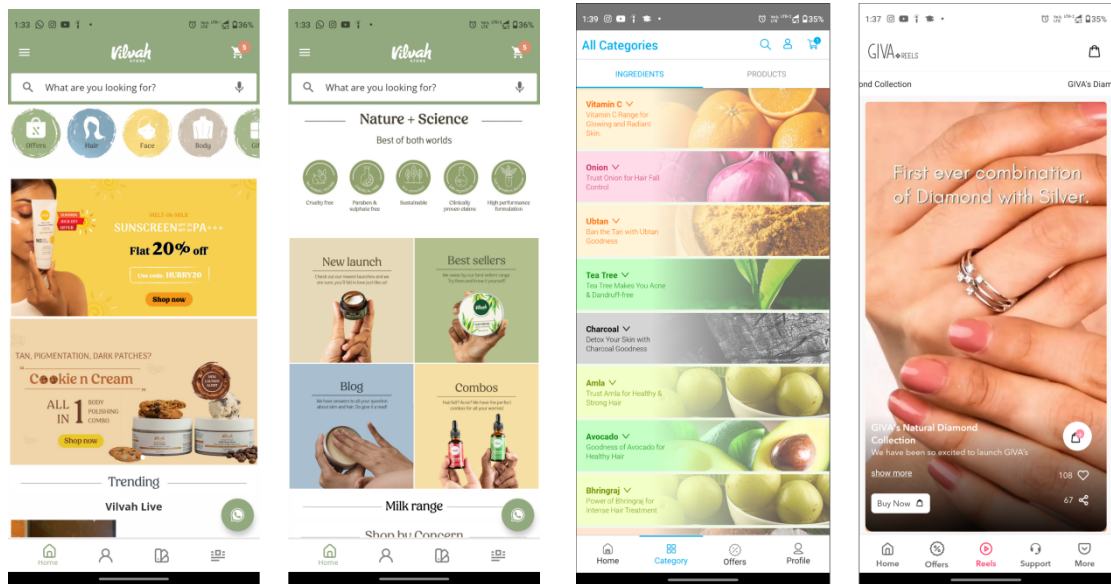
## **Chapter 5**

### **CASE STUDY: BEAUTY APPS**

To determine the essentials of beauty apps I studied some of the current offerings and did through analysis of the components. To gain a better understanding of the key features of beauty apps, I conducted a thorough analysis of several existing applications in the market. Through this process, I was able to identify the essential components that make up these apps.

Figure 9: Example app screenshots





One commonality found among all the beauty apps was the presence of certain key elements. These included a well-defined branding and a prominent search page on the home screen, eye-catching image and video banners highlighting deals and offers, carousels showcasing product collections, and vivid imagery throughout the app. These components are fundamental building blocks that contribute to the overall design and functionality of beauty apps.

The trend of upselling is evident in various platforms, from immersive images to blogs and influencer posts. Unlike older apps that were text-heavy, newer ones offer more white space and a cleaner, premium experience. Beauty and fashion apps nowadays commonly integrate social media.

Clean product listing pages with easy-to-use filters, sort options, strikethrough prices, bundle-buy options, wishlisting options, ratings, and large images are prevalent among successful brands. Consistency is key, and these brands excel in maintaining it across their pages. Some apps incorporate animations and haptic feedback, making them more enjoyable than others.

## Chapter 6

### APPLICATION OF UX METHODS

#### 6.1. Empathy mapping:

##### 6.1.1. Type 1

###### SAYS:

- "I want to stand out from my competitors and offer a unique shopping experience to my customers."
- "I want to make it easier for customers to find and purchase products on my store."
- "I want to keep my customers engaged and informed about new products and promotions."

###### DOES:

- Conducts research on the benefits and costs of creating a custom app for their store.
- Searches for app developers or agencies that can help create a customized app.
- Analyzes their current customer data to determine what features and functionalities to include in the app.
- Tests and tweaks the app to ensure a seamless user experience.

###### FEELS:

- Excited about the potential of creating a custom app and standing out in a crowded market.

- Anxious about the cost and time required to develop an app.
- Worried that the app may not meet their customers' expectations or provide a good ROI.
- Hopeful that the app will increase customer engagement and loyalty.

THINKS:

- "What features and functionalities do my customers want and need in an app?"
- "How can I make the app user-friendly and intuitive?"
- "Will creating an app be worth the investment in terms of increased sales and customer engagement?"
- "How can I effectively promote and market the app to my target audience?"

### **6.1.2. Type 2**

SAYS:

- "I want to provide a unique and seamless shopping experience for my customers."
- "I want to showcase my brand and products in an attractive and professional manner."
- "I want to improve customer engagement and loyalty through a personalized app."

DOES:

- Researches the benefits of creating a custom app for their beauty store, such as increased engagement and sales.

- Explores different no-code platforms and evaluates their features and functionalities.
- Consults with experts and/or online communities for advice on app development and launching on a no-code platform.
- Designs and tests the app to ensure it meets their customers' needs and expectations.

#### FEELS:

- Excited about the potential of launching a beauty store and custom app.
- Anxious about the time and resources required to launch and maintain the app.
- Confident in their brand and products but worried about standing out in a crowded market.
- Hopeful that the app will improve customer engagement and loyalty.

#### THINKS:

- "What features and functionalities should I include in the app to make it personalized and convenient for my customers?"
- "How can I ensure that the app aligns with my brand's values and aesthetics?"
- "What is the most cost-effective and efficient way to develop and launch the app?"
- "What are the best marketing strategies to promote the app and attract new customers?"

## **6.2. User Persona:**

### **Persona 1 : Eti Goel**

Age: 35

Occupation: Small business owner

Location: Bengaluru, India

Education: Bachelor's degree in Fashion Merchandising

Patterns and Behaviors:

- Eti is a tech-savvy person who loves to keep up with the latest trends in e-commerce and digital marketing.
- She spends a lot of time researching and experimenting with different e-commerce tools and strategies to improve her online store's performance.
- She is a busy entrepreneur who values efficiency and productivity, and often uses no-code platforms to save time and resources.
- She is passionate about fashion and strives to create a unique and personalized shopping experience for her customers.

Goals:

- Create a customized app for her fashion store on a no-code platform to increase customer engagement and loyalty.
- Improve the user experience of her online store and make it more convenient for customers to browse and purchase products.
- Stay competitive in the market and stand out from her competitors through a visually appealing and user-friendly app.
- Increase sales and revenue through the app and build a loyal customer base.

Motivations:

- Eti is motivated by her love for fashion and her desire to provide high-quality products and services to her customers.

- She is also motivated by the potential of creating a successful e-commerce business and making a positive impact in her industry.
- She is driven by a strong work ethic and a passion for entrepreneurship, and is always looking for new opportunities to grow her business.

**Persona 2 : Manas Luthra**

Age: 28

Occupation: Small business owner

Location: New York City, New York

Education: High School Graduate

Patterns and Behaviors:

- Manas is a creative and innovative person who loves experimenting with new ideas and trends in the street wear industry.
- He spends a lot of time researching and following other successful street wear brands and influencers on social media platforms like Instagram.
- He is a self-taught entrepreneur who values efficiency and productivity and uses no-code platforms to save time and resources.
- He is always looking for new ways to grow his business and increase his brand's visibility and recognition.

Goals:

- Create a customized app for his streetwear clothing store on a no-code platform to increase customer engagement and loyalty.
- Improve the user experience of his online store and make it more convenient for customers to browse and purchase products.
- Stay competitive in the market and stand out from his competitors through a visually appealing and user-friendly app.

- Increase sales and revenue through the app and build a loyal customer base.

#### Motivations:

- Manas is motivated by his passion for streetwear fashion and his desire to create a unique and authentic brand that reflects his personal style and vision.
- He is also motivated by the potential of creating a successful e-commerce business and making a positive impact in his industry.
- He is driven by a strong work ethic and a determination to succeed, and is always looking for new opportunities to grow his business and achieve his goals.

### **6.3. User Journey Map:**

1. **Discovery:** The user researches and discovers different no-code platforms that allow him to create his own app. He reads reviews, watches tutorial videos and browses through different platforms to find the one that best suits his needs.
2. **Sign-up and Account Creation:** The user signs up for the selected no-code platform and creates an account.
3. **Platform Familiarization:** The user familiarizes himself with the platform's features, interface and functionalities. He explores the platform and begins to understand how to use it.
4. **Conceptualization and Sketching:** The user begins to sketch out his app concept on paper or using a digital tool like Figma or Sketch. He defines the app's features, layout and design.

5. **App Building:** Using the no-code platform, the user starts building his app. He selects a pre-built template or starts from scratch. He chooses the app's color scheme, typography, and adds his brand's logo.
6. **Content Creation:** The user creates and adds all the necessary content to the app, such as product images, descriptions, and pricing information.
7. **UI Design:** The user begins to design the user interface of the app. He selects the app's navigation, buttons, and other interactive elements. He also designs the app's visual elements, such as icons and images.
8. **Testing and Iteration:** The user tests the app and iterates based on user feedback. He tests the app's functionality, user interface, and user experience.
9. **Launch:** The user launches the app on the selected platform. He publishes the app to the app store and makes it available for users to download and use.
10. **Maintenance and Optimization:** The user maintains and optimizes the app. He monitors the app's performance and makes changes and updates as needed. He also looks for opportunities to optimize the app's user experience and increase its popularity and engagement.



## Chapter 7

### ESSENTIALS OF A FUNCTIONAL E-COMMERCE APP

Mobile apps are great because they can do so many different things. You can use them to do your shopping, keep track of your health, and even control your home appliances. Businesses also use mobile apps to communicate with their customers and employees. They can help make things easier and faster. As more and more people use their phones, the demand for good mobile apps is growing. Apps are made up of different pages that work together to create the app. Some pages are the most important ones, and we use them the most. They help create the basic structure of the app.

#### 7.1. An e Commerce app typically includes the following basic pages:

- **Home page:** This is the landing page of the app that gives an overview of the products or services offered by the app. It may also include promotional offers or featured products.
- **Product listing page:** This page displays a list of products available on the app. It usually includes filters, sorting options, and search functionality to help users find products easily.
- **Product detail page:** This page provides detailed information about a specific product, such as product images, descriptions, prices, reviews, and related products.
- **Shopping cart page:** This page displays the products that the user has added to their cart and allows them to edit the quantity, remove items, or proceed to checkout.

- **Checkout page:** This page allows users to enter their billing and shipping information, select a payment method, and review their order before completing the purchase.
- **Order confirmation page:** This page confirms that the order has been successfully placed and provides the order number and estimated delivery date.
- **Account/profile page:** This page allows users to manage their account information, view their order history, track their shipments, and update their preferences.
- **Support/FAQ page:** This page provides users with answers to frequently asked questions, contact information for customer support, and links to additional resources.

Let's take Nike as an example. Being one of the top online retailers of athletic clothing, accessories, and shoes, The online shopping experience at Nike is intended to be simple, enjoyable, and engaging. The company's app is aesthetically pleasing, with distinct sections for various products and menus that are simple to understand. Customers can search for specific products using the search box or explore products by category. Product pages are comprehensive and instructive, with several images and details that aid buyers in making knowledgeable purchases. Customers can read reviews and ratings left by other customers to get a feel of the suitability and quality of the product. Overall, Nike's online shopping experience is designed to be seamless and enjoyable, with a focus on providing customers with the tools and resources they need to make informed purchasing decisions and get the most out of their products and ultimately improve the customer experience.

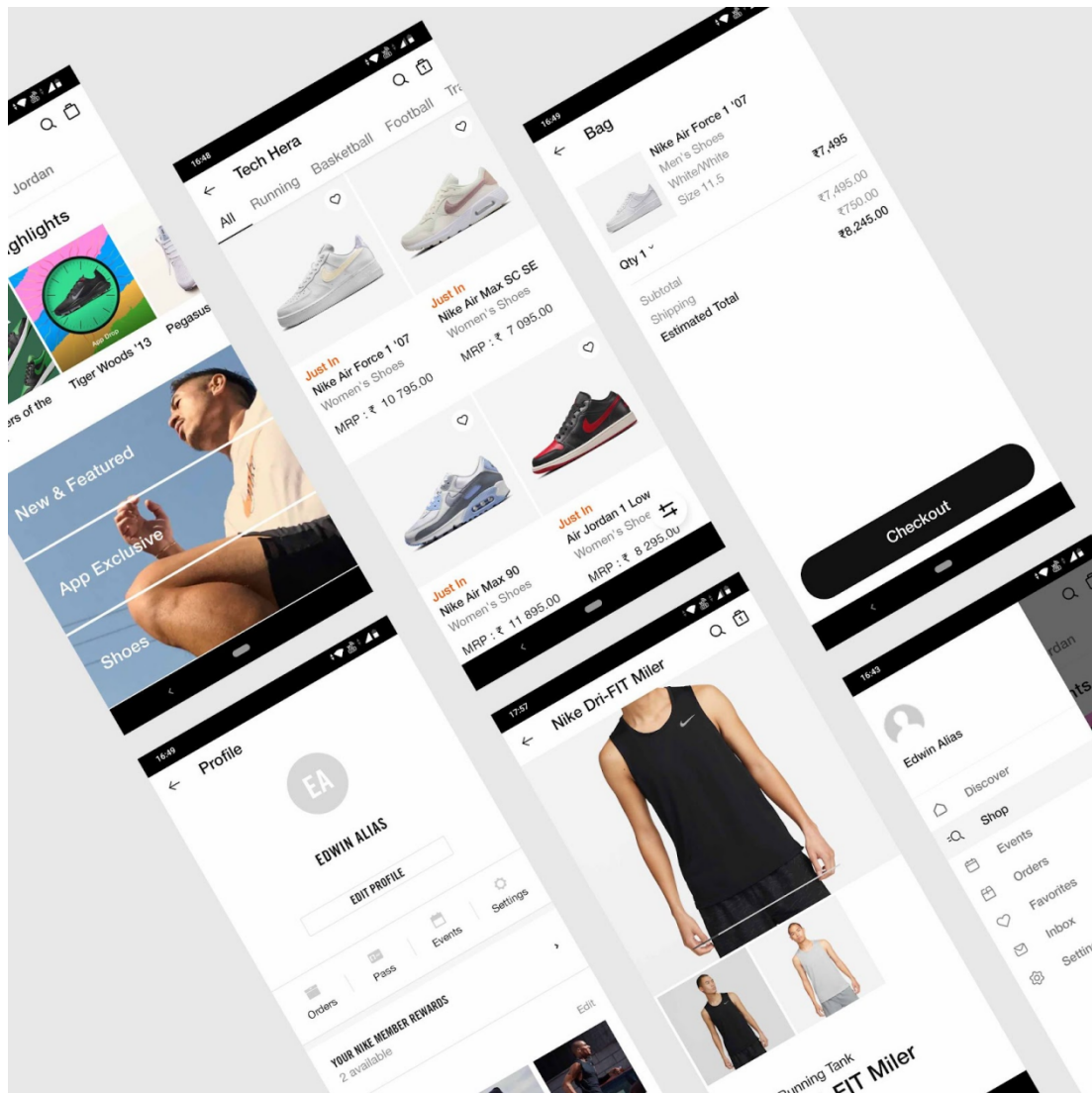


Figure 10: Example of Nike app 1

We can see from the above images that Nike like any other e-commerce store has basic, essential pages such as Home, Product Listing Page (PLP), Product Display Page (PDP), Cart, Menu Display, Profile Page, etc

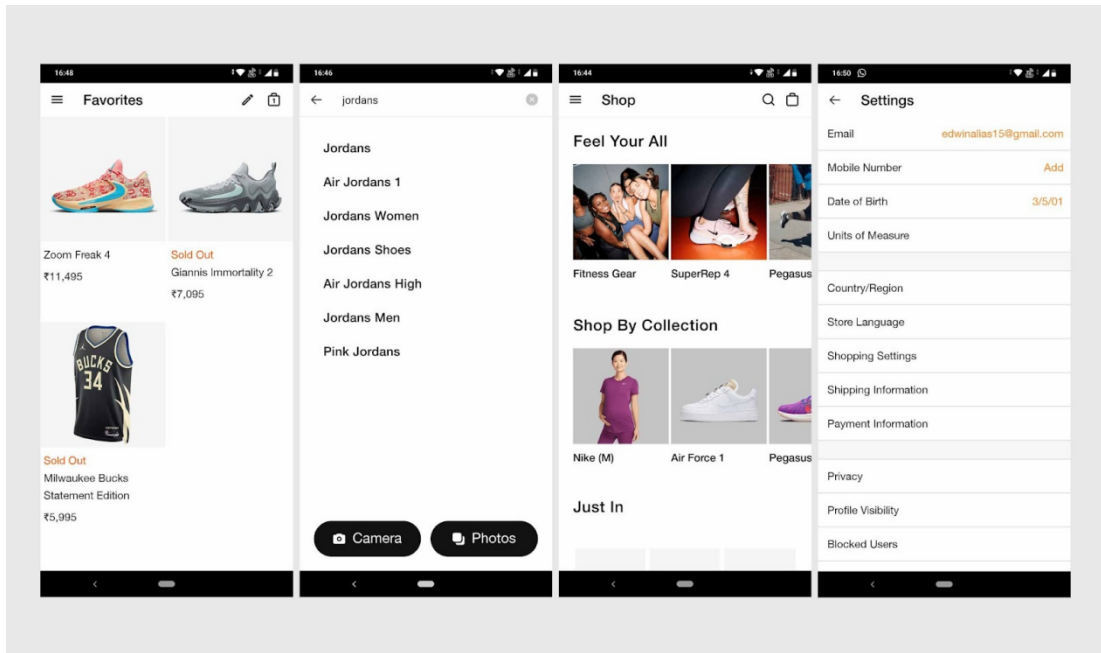


Figure 11: Example of Nike app 2

Pages like Wishlist, Search Page, Collections, and Settings are very important but come secondary to the main ones which enable a complete user flow for the store's customers.

Nike also includes featured pages that are not necessary but unique such as onboarding pages for personalization, discovery pages, Notifications, etc. These pages can help increase customer retention and likeness for the brand.

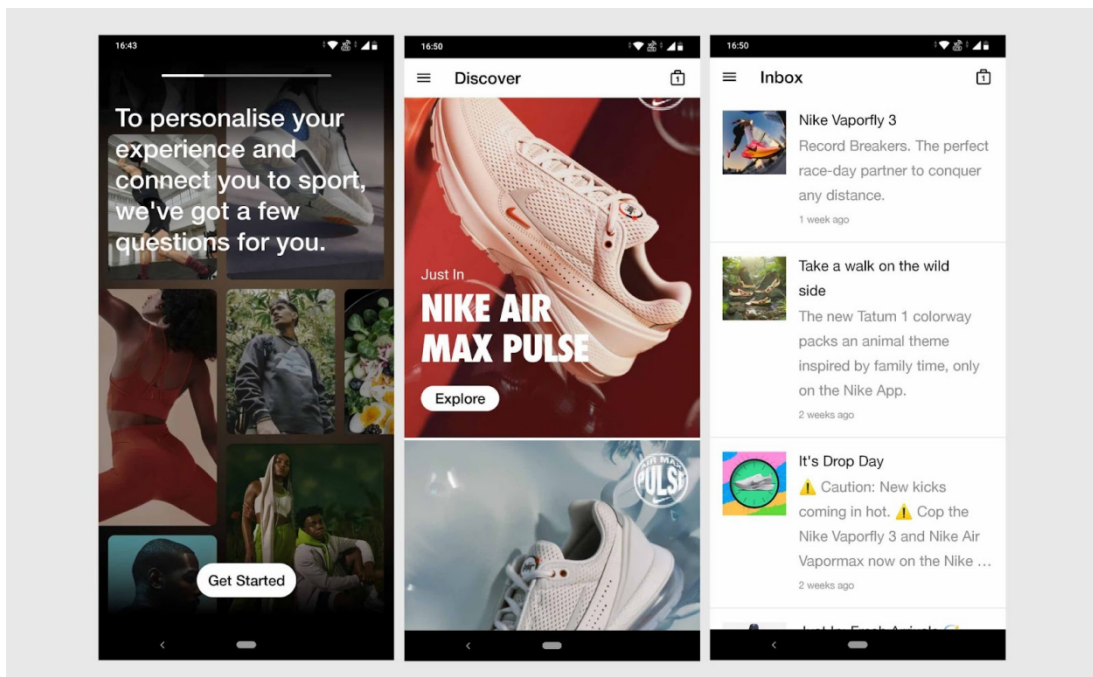


Figure 12: Example of Nike app 3

Now that we know that pages such as Home, PDP, PLP, etc are the pages in which most of the interactions happen, what are the things to keep in mind while designing these major pages?

- **User-friendly Interface:** Making sure that the interface is intuitive, easy to navigate, and visually appealing. Using clear and concise labels, buttons, and icons to guide users through the app.
- **Consistent Branding:** Using consistent branding elements such as colors, typography, and imagery throughout the app to establish a strong brand identity and help users recognize your brand.
- **Responsive Design:** Ensuring that the app is responsive and can adapt to different screen sizes and devices.

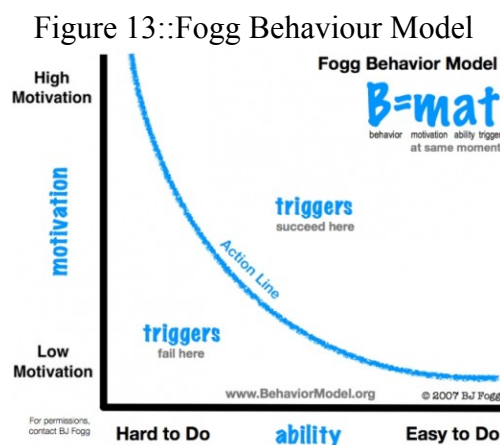
## Chapter 8

### E-COMMERCE CHECKOUT FOR BETTER CONVERSION

#### 8.1. What is a checkout flow?

An e-commerce checkout flow refers to the sequence of actions that a customer must undertake on a website to finalize a purchase. This process typically involves a series of steps that guide the customer through the transactional journey.

The checkout flow of your e-commerce website is where the actual transactions take place. It's crucial to consider that some visitors abandon the site before even starting the checkout process, while others are determined to complete their order. Therefore, any minor enhancement in your checkout user experience can significantly influence your business's revenue.



#### 8.2. The Fogg Behavior Model:

The bottom line is this: Behavior = Motivation x Ability x Trigger. To achieve optimal results, it is ideal to strive for the upper right quadrant of the graph which represents situations where the task at hand is both highly motivating and relatively easy to perform, while also having a trigger in place. Conversely, if you possess a

high level of motivation but lack the necessary abilities to complete the task, it will likely result in feelings of frustration. Similarly, if the task is simple but lacks motivation, it can lead to feelings of annoyance.

### **8.3. How Amazon is using it?**

Amazon's email promotions act as a motivating trigger, leading users to click on the product link and land on the product page. Here, they can read product descriptions, reviews, and view images, further boosting their motivation to purchase. To initiate the checkout process, users simply need to click "Add to Cart."

However, the ease of completing the checkout process, or "ability," is where Amazon excels. With a streamlined checkout flow, users only need to enter their password and click a few times to complete their purchase. This friction-free process makes it extremely easy for users to convert their motivation into a purchase.

### **8.4. Design of the “Add to cart” button**

When designing an "Add to Cart" button, it's important to consider various factors that can influence user behaviour. The button should be visually prominent, with a contrasting colour and clear text that conveys the action users are taking. It's also important to ensure that the button is easily clickable and accessible, regardless of the user's device or screen size.

In addition, the button should be placed in a prominent location on the product page, ideally near the product description and images. This makes it easy for users to find and click on the button when they're ready to make a purchase.

To further optimize the "Add to Cart" button, consider adding additional context or features, such as displaying the current price, product availability, or

shipping options. This can help users make informed decisions and increase their confidence in making a purchase.

Overall, a well-designed "Add to Cart" button should be visually appealing, and accessible, and provide users with the necessary information to confidently make a purchase.

For an example, In Bonobos, adding a product to the cart is made unmistakable through a small yet effective animation. After clicking the "Add to Cart" button, the cart promptly appears, accompanied by a subtle animation. This is a clever design choice, as the human eye is naturally drawn to movement. The animation acts as a clear visual cue, signalling the transition from a visitor to a buyer, and reinforces the user's decision to make a purchase. Overall, this design feature is a subtle but effective way to enhance the user experience and improve the conversion rate.

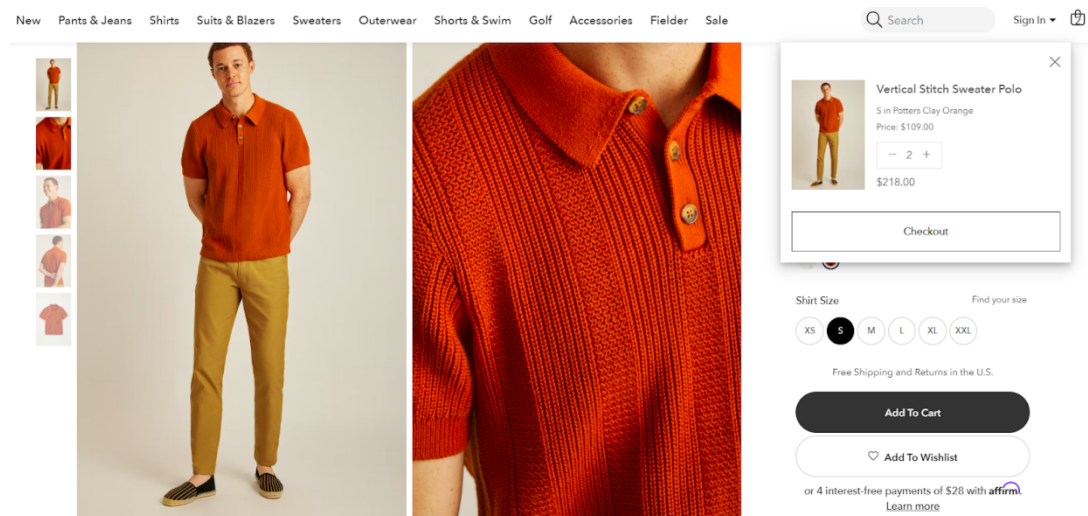


Figure 14: Cart Example

## 8.5. What happens after adding a product to the cart-

There are two main approaches when it comes to confirming a product has been added to a user's cart:

1. Show a confirmation message on the same page and keep the user on the current page. The advantage of this approach is that the user doesn't get redirected to a



different page, which avoids any surprise or confusion. Moreover, this approach allows the user to continue browsing and potentially adding more items to their cart before they checkout. However, the downside is that the user might not look at other products, as they are now focused on the product they just added to their cart.

2. Transfer the user to the cart page after adding a product to their cart.

The benefit of this approach is that the user is taken one step closer to making a payment. Additionally, this is an excellent opportunity to offer upsells or cross-sells, which can increase the total purchase value. However, this approach might result in a lower "items per cart" rate since the user is redirected to the cart page and may not continue browsing.

In summary, each approach has its pros and cons. The decision of which one to use will depend on the specific goals and priorities of the website or e-commerce platform.

As an example, Amazon's approach to confirming a product added to the cart involves taking the user to the cart page and presenting them with upsells. This method is effective because it brings the user one step closer to completing the purchase, while also providing them with additional purchase options. Amazon does an excellent job of minimizing the size of the cart contents, making the upsells stand out and increasing the likelihood of the user considering them.



Figure 15: Amazon Checkout

## 8.6. Why the display of cart contents is so important?

When it comes to displaying cart contents, there are two key principles that should be kept in mind: Clarity and Control.

Clarity is essential to ensure that the user can easily and quickly understand what is in their cart and the final cost, including any taxes and shipping fees. Unexpected or surprise costs that appear later in the checkout process can lead to cart abandonment, which is something that all e-commerce businesses want to avoid.

Control is equally important because it allows the user to make changes to their cart with ease. Whether it's updating the quantity of a particular item or removing a product altogether, the user should have full control over what's in their cart. This control not only provides a sense of autonomy for the user but also ensures that they have a positive experience and are more likely to complete the purchase.

By implementing these two principles effectively, e-commerce businesses can optimize the cart display and checkout process, leading to increased conversions and customer satisfaction.

There are several elements that e-commerce businesses get right when displaying cart contents, which can significantly enhance the user experience:

- **Product Information:** Displaying high-quality product photos, product names, and prices can help the user quickly identify the items in their cart.
- **Easy Control:** Allowing users to easily remove items, change quantities, or save items for later can give them a sense of control over their purchase, leading to a better user experience.
- **Payment Information:** Showing the accepted payment methods can help users feel confident about their purchase and provide them with an idea of what to expect during checkout.

- **Transparent Pricing:** Displaying the total price, including taxes and shipping, and confirming free delivery can reduce uncertainty and build trust with the user.
- **Clear Call to Action:** A clear and prominent call to action to "Checkout" can encourage users to complete their purchases.
- **Easy Returns:** Highlighting an easy returns policy can help reduce uncertainty and increase the user's confidence in their purchase decision.

By implementing these elements effectively, e-commerce businesses can improve the user experience, increase conversions, and build customer loyalty.

### **8.7. The right visual hierarchy -**

The most important element in the visual hierarchy of the cart page should be the call-to-action button to continue to checkout. To optimize the user experience, it's essential to test different CTAs to find the most effective one. Moreover, there should be two prominent calls to action, one above and one below the cart for desktop websites, to increase the likelihood of the user continuing to checkout. To improve user experience, it's essential to have prominent and easily accessible controls on an e-commerce website. When important features like the cart, account, wish list icons and search field are hidden, it can lead to a poor user experience.

### **8.8. Why the coupons shouldn't be prominent?**

Including an "Enter coupon code here" field can have unintended consequences for e-commerce businesses. It can make some customers feel less special and wonder why they don't have a coupon code, leading them to abandon the site in search of coupons elsewhere.

A better approach is to have a text link that says "Got a coupon?" or something similar. This link can be less prominent, so fewer people will pay attention

to it. When someone clicks the link, an input field, like the one mentioned earlier, can appear. This way, customers who already have a coupon code will have a clear and easy way to enter it.

By implementing this approach, e-commerce businesses can reduce the likelihood of customers leaving the site to search for coupons, and thus increase the chances of completing the purchase.

### **8.9. A step towards an ideal sign-up process-**

Requiring customers to sign up before making a purchase is a common practice among e-commerce sites, but it can have a significant negative impact on conversion rates. Some sites even go as far as to make registration mandatory, effectively preventing users from buying without creating an account. To put it simply: It is better to avoid this approach if you want to increase your conversion rates. Studies show that one out of every four users abandons their online purchases due to mandatory account creation. This approach is often driven by a desire to increase customer loyalty and encourage repeat purchases by making it easier for users to shop on the site once they have an account. However, this strategy can backfire and lead to lost sales and a poor customer experience. In short, marketers should avoid this "greedy" approach and focus

### **8.10. The checkout page-**

The final checkout page is where the money is made. Improving this page can have a significant impact on your revenue. To create a better final step in your checkout flow, there are a few principles to keep in mind.

#### **1. Getting the payment card details should be the last option.**

To apply the principles of Commitment and Consistency, it is better to ask customers to complete their shipping information before billing. This encourages them to finish what they have started. Since customers have already provided their name, email, and shipping information, which is often the same as billing, they don't need to enter it again. Following the same principle, it's best to place easier fields like the name at the beginning of the form and leave the harder ones, like credit card number, for last. This is sometimes referred to as the foot-in-the-door technique.

## **2.Real life touch:**

To add a real-life touch to your payment form, consider using a skeuomorphic design that resembles an actual credit card. This can help users feel more comfortable and familiar with the payment process, as they will recognize the design from their everyday lives.

You could include a graphic of a credit card with space for users to enter their card number, expiration date, and security code. You could also add a holographic stripe and signature panel to make the design even more authentic.

Overall, a skeuomorphic payment form can be a great way to add a touch of realism and familiarity to your website or application, while also enhancing the user experience and building trust with your customers.

## **3.Secure payment process:**

Ensuring the security of your payment process is of utmost importance. In addition to implementing SSL technology to protect your transactions, it's essential to communicate this to your customers. This way, they can have peace of mind that their sensitive information is safe and secure. Rest assured that our payment system is equipped with state-of-the-art security measures, so you can feel confident in every transaction you make with us.

## **4.Storing card information:**

While storing customers' credit card information in your system may increase revenue from returning users, it comes with significant risks such as PCI compliance and vulnerability to cyber-attacks. However, the convenience of not having to enter billing information during subsequent purchases can significantly reduce friction and increase conversions.

Amazon's success can largely be attributed to the seamless checkout process they provide for returning buyers. With just one click, customers can complete a purchase, resulting in increased customer loyalty and higher revenue.

It's worth noting that returning buyers are more likely to make a purchase than new visitors, but the convenience of stored billing information takes it to another level. By making it easy for customers to complete purchases, you can increase customer satisfaction and drive sales growth. Nonetheless, it's crucial to implement adequate security measures to safeguard customers' sensitive information.

## **8.11. Few techniques for better conversion rates-**

### **8.11.1. Build trust by offering social proof -**

In the current age, customer perception of e-commerce products on social media platforms can have a significant impact on sales, and in some cases, even determine the success or failure of a brand.

Fortunately, you can use the power of social proof to boost revenue for your e-commerce business in various ways. This strategy can also serve as an effective e-commerce SEO technique.

One way to leverage social proof is by featuring positive reviews and celebrity endorsements on your social media pages. However, it's important to note that removing negative reviews is not advisable. Authenticity is crucial in maintaining a trustworthy review section, and this includes showcasing both positive and negative feedback from customers. By embracing social proof in this manner,

you can build a stronger reputation and increase customer loyalty, leading to long-term success for your e-commerce business.

### 8.11.2. Upselling-

Upselling presents a fantastic opportunity to boost revenue and foster lasting relationships with your customers. One effective way to upsell is by offering personalized recommendations to customers as they finalize their purchases. For instance, if a customer is about to buy a coffee jar, suggesting a larger, superior-quality jar for just a few dollars more may entice them to upgrade.

Upselling is particularly effective because it involves selling to a customer base that already knows and trusts your brand. By offering relevant, valuable recommendations, you can enhance the customer experience, increase sales, and build stronger relationships with your customers. Upselling can be a win-win scenario for both your business and your customers, as they get to enjoy better products, while you get to increase your revenue and customer satisfaction.

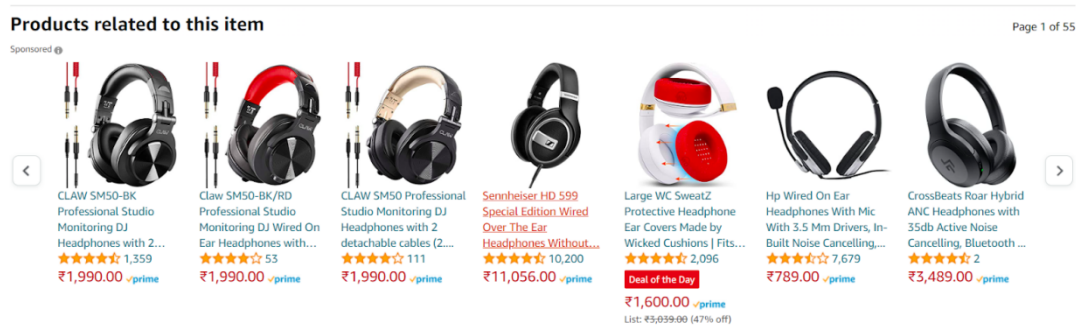


Figure 16: Amazon product carousel

### 8.11.3. Offering multiple payment options-

Customers who add products to their cart usually intend to complete the purchase. However, the lack of preferred payment options during checkout can cause them to abandon their carts.

In the past, credit cards and PayPal were the primary payment options available, but their high-interest rates and late fee penalties made them less appealing to customers. Fortunately, the emergence of UPI payment options, debit cards, and net banking has significantly increased e-commerce sales. These options allow customers to pay later with limited fees and interest rates, reducing cart abandonment while ensuring online store owners receive payments upfront with minimal risk of fraud.

To maximize the benefits of these flexible payment options, it's crucial to introduce them early in the customer journey process, such as through banners and paid ads. It's also essential to compare and select suitable payment gateways to avoid losing out on payments from customers. By doing so, you can increase sales, build trust with your customers, and drive long-term success for your e-commerce business.

#### **8.11.4. Ensuring consistency-**

Consistency across your business's visual identity, including colours, fonts, layouts, logos, sales content, and other communication elements, can help customers recognize and remember your brand even without recalling its name.

To ensure consistent messaging, you can utilize a range of tools and strategies. For example, automated marketing tools can be integrated with your e-commerce website to create messaging templates. Content management systems can also be used to efficiently share content with consistent brand identifiers across your online store. Visual cues play a crucial role in guiding visitors through your web page, establishing a clear visual hierarchy, and directing their attention towards important elements on your landing page.

#### **8.11.5. Offer free stuff!-**

Giving away freebies may seem counter intuitive to making a profit online, but it can actually increase revenue in the long run. Free products or trials can help build customer trust and establish the value of your products before committing to a



purchase. Offering free shipping or delivery on purchases over a certain amount can also increase the average order value. Instead of viewing it as a loss-making practice, consider it as a solid investment in building relationships with new customers and demonstrating the value of your products.

#### **8.11.6. Creating a “best sellers” list-**

Highlighting products as best sellers is an effective strategy to generate interest among customers for popular items. It creates a sense of urgency and desire to purchase products that everyone else is buying. Many e-commerce platforms offer built-in metrics for tracking bestsellers, which provide valuable information on vendor, SKU, sales, and other critical metrics. This data can be utilized to create a separate category for Best Sellers or label individual products as Best Sellers on their respective product pages.

To enhance customer engagement, it is important to prominently display both the all-time bestsellers and the current top-selling products. Additionally, you can customize the reports to display products sold by month, year, or day, giving you the flexibility to showcase trends and patterns in sales data.

#### **8.11.7. Easy to Decision making-**

It's crucial to recognize that customers can quickly assess the quality of a website's maintenance. Therefore, it's essential to provide them with content that facilitates their purchasing decisions. While such metrics may be perceived as subjective and non-uniform, they are essential in the digital realm. Thus, it's imperative to adhere to them.

#### **8.11.8. A smart search bar and filter -**

Effective search functionality is crucial for any eCommerce website, as it can significantly impact the user experience and ultimately, the conversion rate. Both technical and UX aspects play a vital role in optimizing search performance.

From a technical perspective, it is essential to ensure that the search function is fast and accurate. This can be achieved by implementing autocomplete suggestions and autocorrections, which can help users find what they are looking for quickly and efficiently. Additionally, it is crucial to provide relevant results that match the user's query, which can be achieved through advanced search algorithms and machine learning. On the UX/UI side, smart design can enhance the user's search experience. A large search area that opens in a pop-up atop the current page can make searching for items more convenient for users. Providing popular requests and products before users even start typing can help guide users towards popular items, while a prominent "Clear all" button can make it easy for users to start a new search.

Overall, a well-optimized search function with a user-friendly design can improve the overall user experience, increase engagement and ultimately drive conversions. By combining technical and UX/UI optimizations, eCommerce businesses can create a search experience that is simple, engaging, and professional. The effectiveness of filters in eCommerce cannot be overstated. Well-designed and finely-tuned filters are critical to saving customers valuable time by eliminating irrelevant items and presenting a manageable selection of products. However, it appears that many eCommerce websites do not prioritize the convenience and usability of their filters on both mobile and desktop platforms.

#### **8.11.9. Engaging Benefit Bar**

The benefit bar is an essential element of e-commerce websites that provides customers with quick and easy access to the site's most important features and benefits. It's typically located at the top of the website and includes information about shipping, returns, customer service, and other critical information. The benefit bar helps to improve the user experience by providing customers with the information they need to make informed decisions quickly. By highlighting key benefits and features, the benefit bar can also help increase customer engagement and encourage them to explore more of the site. Ultimately, a well-designed benefit bar can be an

effective way to build customer trust and loyalty, leading to increased sales and revenue for the e-commerce site.

Below are a few examples of the points generally communicated through a benefit bar.

- E-commerce websites offer various benefits to their customers such as seasonal sales, Diwali and Big Billion deals, promotional campaigns for specific brands or categories, and more.
- Along with these discounts, advantageous shipping terms, like free delivery or low delivery thresholds, and fast delivery, are also available to customers.
- Additionally, extended return terms of 30 or 60 days instead of the typical 14 days are provided, along with special offers that have multiple benefits, such as "Extra 20% off, plus free shipping | Ends in 0d 2h 35m 10s".
- Furthermore, extra guarantees like a 2-year guarantee on parts, repairs, replacements, and exchanges, as well as easy refund policies, are also offered to customers.
- These various benefits and guarantees can help build customer trust and loyalty, ultimately leading to increased sales and revenue for e-commerce websites.

#### **8.11.10.Strong visual presentation -**

Good and balanced visuals are crucial for increased e-commerce conversion rates because they are a primary means of communication between the website and the user. Visuals can help convey the quality, value, and appeal of products, as well as establish brand identity and create a sense of trust with potential customers. Aesthetically pleasing visuals that are balanced in terms of color, composition, and size can make the user experience more enjoyable and memorable, leading to increased engagement and conversions. Moreover, clear and high-quality visuals can provide information about the product, such as its features and benefits, which can influence the user's decision to make a purchase.

### **8.11.11.Wishlist-**

The feature of wishlisting products is crucial for improving e-commerce conversion rates. This feature allows users to save items they are interested in purchasing for later. The ability to create a list of desired products offers several benefits, including enhancing the user experience, increasing engagement, and ultimately driving higher conversion rates. By enabling users to save products they are interested in, e-commerce websites can create a sense of urgency and motivate users to return to the site to complete their purchases. Additionally, wishlists can help customers envision how products can fit into their lives and encourage informed purchasing decisions. Lastly, wishlists can provide valuable data to e-commerce businesses, enabling them to gain insights into their customers' preferences and adjust their offerings accordingly.

## Chapter 9

### DESIGN OF THE APP

#### 9.1. Home Page :

The main target during this phase was to come up with a modular design as the core concept was to creating little tiles that make up the whole app. The selected modules for the homepage were,

- Full page banners
- Product Carousel
- Blog carousel
- Advertisement banners

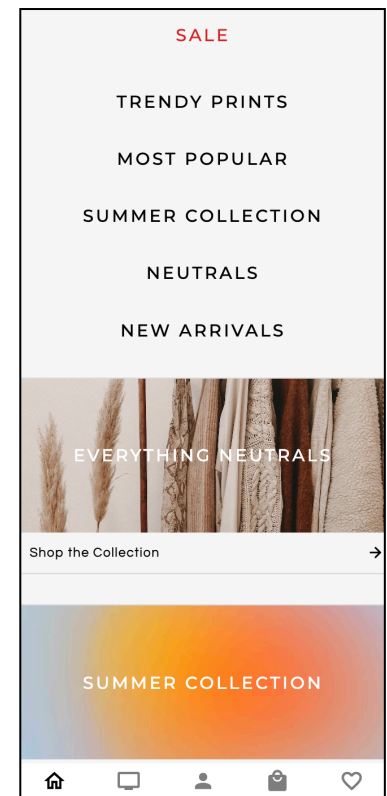
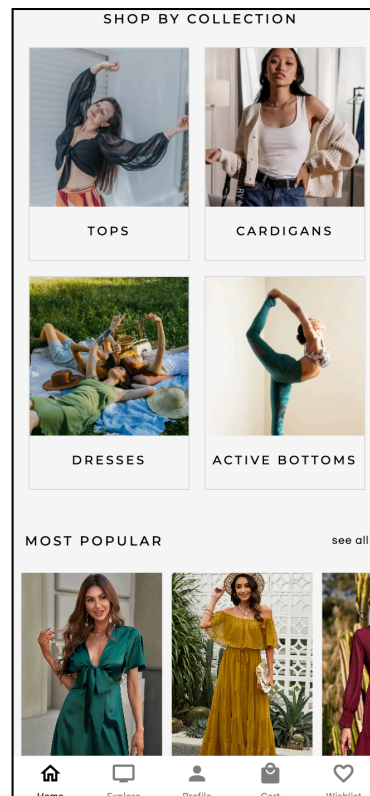
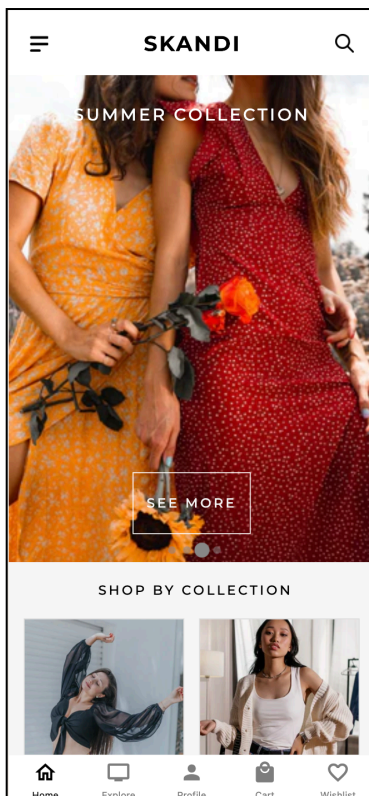


Figure 17: Home page screens

In home page the tiles are made immersive with full page media coverage. The banners can show both photo and video inside them and customer can change the tagline of the banners.

## **9.2. Product listing page:**

PLP or Product listing page is a page which repeats a single product card multiple times in a “List-view”. It also contains sort and filter options for finding product quickly.

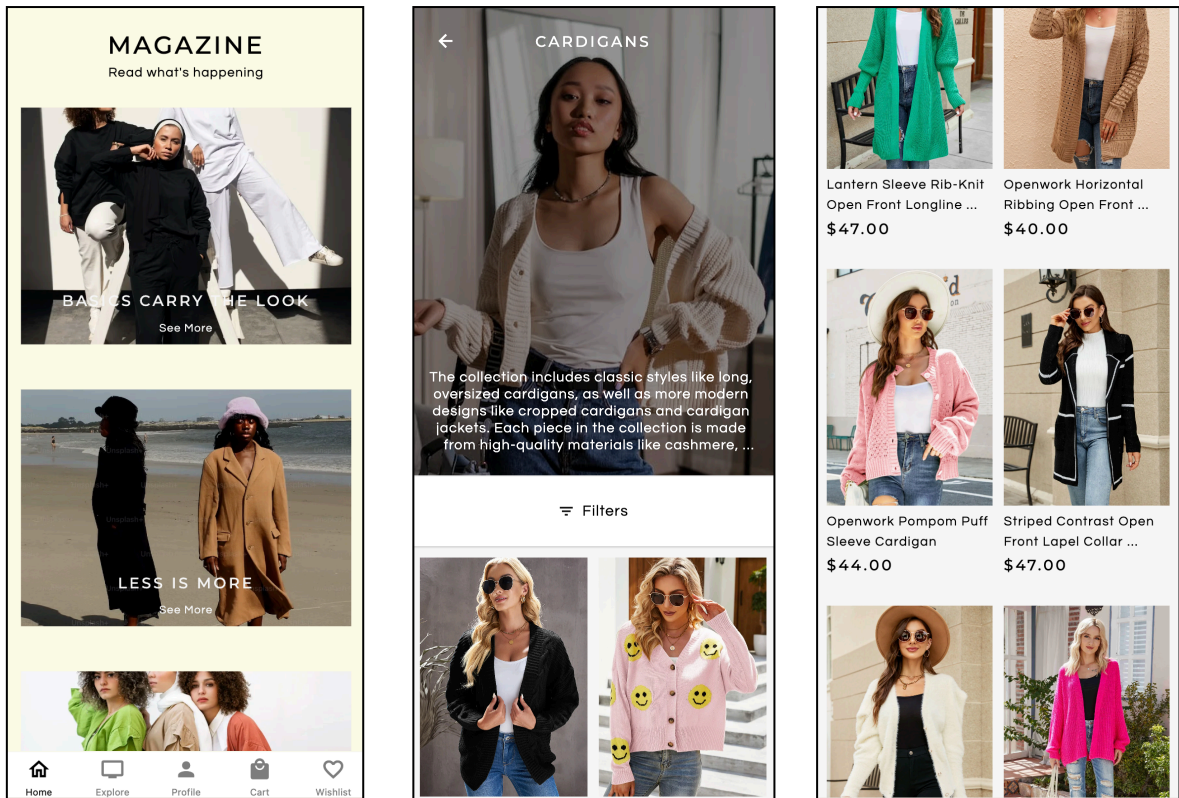
The data will directly come from the store to populate the tiles.

Figure 18: Product listing page screens

Product listing page mainly consists of main three components. The product card under a listview, a custom header and filter& sort bar.

The design of the Product card tile is made responsive to fit various need at the same time. Though it offers less control to the user it doesn't take back anything. Conditionally hidden tags and images makes the store look different and stand out of the crowd. Changeable colour of CTA button quickly fits with various brands. The cards also show information of product variants and tags. Essential things like reviews, discounted price, size and other options helps the user to make informed decision quickly and efficiently.

Sort and filter option again reduce the time of searching. It is also placed at the bottom so that people with smaller hands can also access it while using with a single hand.



### 9.3. Search and Secondary PLP page:

Search page offers search bar & product categories so that you can get everything at one place. It also helps in up selling by efficient recommendation to the users.

Secondary PLP opens when user take the AI skin care quiz. This secondary PLP also consists of other type of carousels for better engagement and variation.

Figure 19: Search and secondary PLP

### 9.4. Product description page or PDP

PDP or product description page is the most important page which makes or breaks a conversion. It should be visually attractive and at the same time very functional. It should build the trust of the customer which is essential for an business to grow.

The selected modules for the PDP were,

- Product Image carousel
- Product Description & price.
- Variant selectors
- Ingredient banners
- CTA buttons
- Recommended product carousel

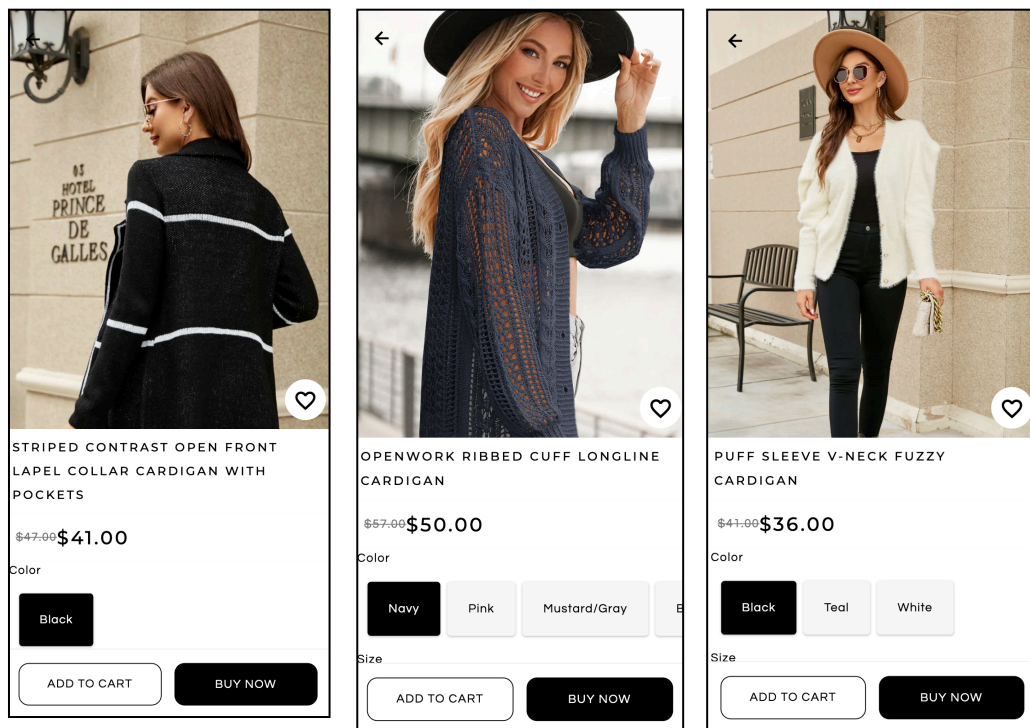


Figure 20:PDP screens

The PDP is designed in a modular way, so that user can customize it as per their choice. What information to show to the end users and how to engage them can be controlled with little modifications like price options or recommendations. Current condition and future scope:



Apptile is currently developing the no-code platform from scratch for app development and it has some limitations. The design showcased here is the final outcome of version 2 but currently the app which is being developed, is still in version 1 which differs from the design in various ways.

In future slowly the gap will be minimized and based on customer surveys and rounds of testing more thoughtful insights will be incorporated in the final product.

## **Chapter 10**

### **CONCLUSION**

In conclusion, the project of app-theme development for a beauty app on the Apptile platform was an exciting journey, providing valuable insights into the possibilities and limitations of no-code app development. Despite the platform's current limitations, the development of mobile apps without any coding has become more accessible to non-technical users, opening up new opportunities for small businesses and individuals to create their mobile apps.

The Apptile platform's ease of use, flexibility, and user-friendly interface allowed for a seamless app design and development process. However, some limitations were encountered in the development of the app due to the platform's constraints. These limitations can be addressed by the Apptile platform in future updates, providing more advanced and flexible tools for app development without any coding.

Overall, the project demonstrated the potential of no-code app development, empowering individuals and small businesses to create mobile apps with ease. The thesis report showcases the design process and outcomes of the project, providing valuable insights for anyone interested in no-code app development. As the Apptile platform continues to evolve and improve, it has the potential to enable even more sophisticated app development in the future.

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