PandayG.

Product UI/UX

PandayG is an online e-commerce platform that enables its users to take their businesses online, connect with their existing customer base and reach to a larger audience

Client Name

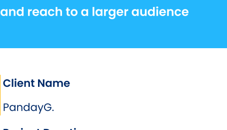
PandayG.

Project Duration

12 months

Estimated Time

1000+ hours



What we did

Scope of work and timeline of the project

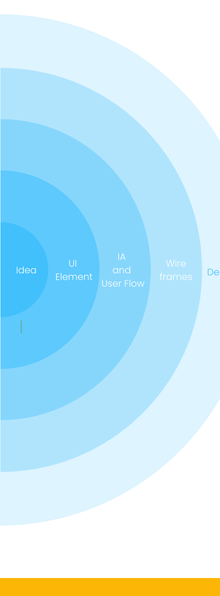
Research

UX Design

UI & Development

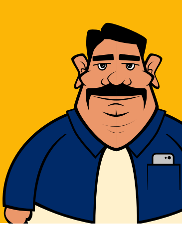
Product Testing

The Process



Idea

The goal of the project was to create a platform where users can create their own online market place or shops and sell their products effortlessly with better, faster, most intuitive and advanced technological features in real-time.



Defining UI

A fresh, clean and minimal UI across the app

Colors

#002A68

#24B7FC

#FCB606

#9D7DFF

#24B7FC
#4F24FC

Font

ROBOTO

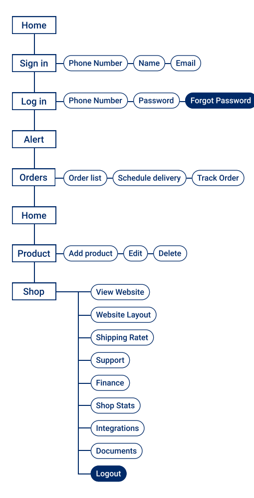
A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j
k l m n o p q r s t
u v w x y z

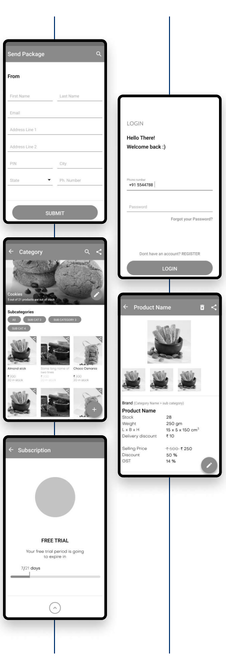
1 2 3 4 5 6 7 8 9 0

IA and User Flow

The structural design of a shared information environment includes browsing, application functions and workflow.



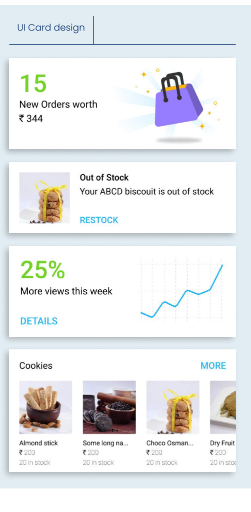
Wireframes



Design

Challange was to design an experience which is extremely user friendly for any user between the ages of 18-60. Aim was to provide the user with an effortless experience of on-boarding, creation of shops, adding products with images and it's details and lastly making the market place go live.

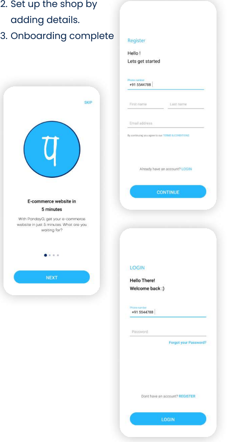
UI Card design



Onboarding

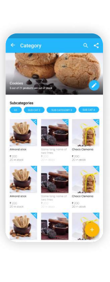
Onboarding the users in 2 simple steps.

1. Register with email or Phone number
2. Set up the shop by adding details.
3. Onboarding complete



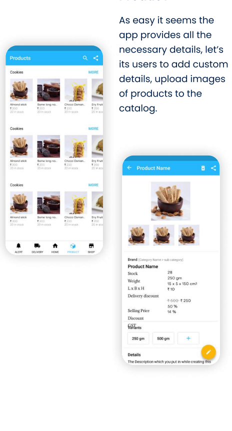
Ecommerce

Users can add products, manage orders, change website layout, connect with their leads and share product details on social media



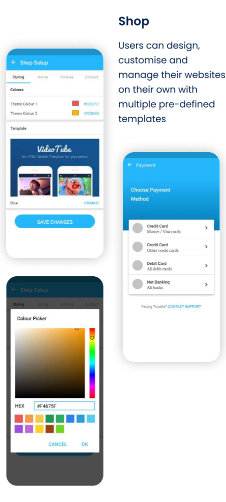
Product

As easy it seems the app provides all the necessary details, let's its users to add custom details, upload images of products to the catalog.



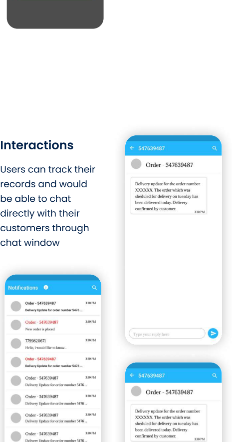
Shop

Users can design, customise and manage their websites on their own with multiple pre-defined templates



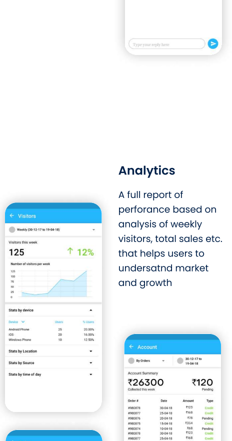
Interactions

Users can track their records and would be able to chat directly with their customers through chat window



Analytics

A full report of perforance based on analysis of weekly visitors, total sales etc. that helps users to undersatnd market and growth



50+ Design Screens

2 Extraordinary Designers