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Improving Online Shopping UX: A Persona-Driven Case Study



Introduction

Online shopping should be **convenient, efficient, and enjoyable**, but for many users, it comes with challenges. Based on a real online shopping dilemma I experienced, **I created this case study** which follows the **UX persona** of a young adult named **Imani, a tech-savvy UX design student**, as she **navigates an online retail website** to find the **perfect outfit** for her university's **Student Showcase**. Through this process, I intentionally analyze her **pain points, emotional journey, and UX challenges**, ultimately proposing solutions to enhance the online shopping experience.





User Persona: Meet Imani

(See her? She's that girl, tbh.)



Imani seamlessly **balances her tech-savvy nature with a strong work ethic** cultivated through a family emphasis on education. She is a **modest young professional**, and her perfectionist tendencies constantly fuel her **academic excellence**, permitting her to maintain a 4.0 GPA in UX design.

Beyond her studies, **she embraces creativity**, is **recognized for high-quality work**, and uniquely **expresses herself through a carefully curated wardrobe**, blending fashion trends with her authentic style, which reflects a **commitment to professionalism and self-presentation**.

Goals:

- wants to make a good first impression at the student showcase
- is searching for an outfit that represents her personality and gives her an extra boost of confidence in her ability

Frustrations:

- hates the lack of sizing and selection offered in physical clothing stores
- doesn't like not having the option to compare styles and pricing for different pieces from the same site online

Age: 23

Education: Webster University

Hometown: St.Louis, MO

Occupation: UX Design Student





Imani's Personal Background & Motivations

- **Age & Education** - 23-year-old UX design student at Webster University, St. Louis, MO.
- **Tech-Savvy & Hardworking** - Grew up in a family that prioritized education, instilling a strong work ethic and commitment to excellence.
- **Perfectionist & High Achiever** - Maintains a 4.0 GPA, striving for efficiency, quality, and improvement in all her endeavors.
- **Passionate About UX Design** - Believes UX merges technology and empathy to create impactful digital experiences.
- **Recognized Talent** - Invited to Webster's Student Showcase for her outstanding work in UX design.
- **Style & Professionalism** - Carefully curates her wardrobe, valuing fashion as a form of self-expression while maintaining a polished, professional image.
- **Goal** - Find an outfit that reflects her confidence, personality, and professionalism for the Student Showcase event.

Overview not enough? You can read Imani's full story here.

Imani is a **23-year-old college student** at Webster University in St. Louis, MO. She **epitomizes the essence of being tech-savvy and navigating the digital landscape** with ease and enthusiasm. Growing up in a family that prioritized her education, she **understands the value of hard work and consistency**, witnessing firsthand the sacrifices made to afford her the opportunities she's grown accustomed to. This upbringing instilled in her a **strong work ethic and a commitment to excellence**.

As a **modest young professional**, she **approaches her endeavors with dedication and precision**, refusing to settle for anything less than the best. Her **perfectionist nature drives her to strive for improvement and efficiency**, rejecting dysfunction in favor of streamlined processes. This mindset is continuously reflected in her academic pursuits, where **she maintains a stellar 4.0 GPA as a senior**, taking pride in the quality of her work.

Her academic journey is centered around her **passion for UX design**, a field she believes seamlessly merges technology with empathy to enhance product experiences for users. Embracing her creativity as a guiding force, she **sees design not only as a profession but as a means to inspire and enlighten others**. Her **professors have recently recognized her talent and invited her to showcase her projects** at Webster's prestigious Student Showcase event, acknowledging her ability to produce high-quality work.

Beyond academic pursuits, she is becoming **mindful of her image as an emerging professional**, understanding the importance of dressing for success. She **takes pleasure in curating her wardrobe** and staying attuned to trends while infusing her unique style and personality. This **blend of fashion and professionalism reflects her commitment to presenting herself authentically** in both personal and professional spheres and often influences her to seek out **elegant, timeless, and versatile clothing**.

In essence, she is a **driven, compassionate individual** who leverages her talents and experiences to make meaningful contributions to the world of design and beyond.





Imani's Goals & Objectives For Shopping on Fashionnova.com



- **Showcase Confidence & Creativity** - Imani wants an outfit that reflects her bold, bright, and creative personality at the student showcase.
- **Leverage Technology for Convenience** - As a tech-savvy UX designer, she prefers online shopping for its wider selection and better sizing options over physical stores.
- **Find the Perfect Outfit** - Ideally, she wants a unique two-piece suit that exudes class and professionalism, but she's open to other styles that fit her aesthetic.
- **Shop Smart with Familiar Brands** - Based on past successful purchases, she plans to start with Fashionnova, despite its focus on trendy rather than professional clothing.
- **Adapt & Style Creatively** - She is determined to make Fashionnova pieces work by mixing and matching outfits to achieve a polished and professional look.



STLYE + FASHION

Imani wants something that reflects her personal style and expresses her identity, making her feel confident and stylish.

BUDGET

Imani wants to seek affordable options within a certain price range that offer the best value for money. She's considering factors like durability, comfort, and versatility when shopping.

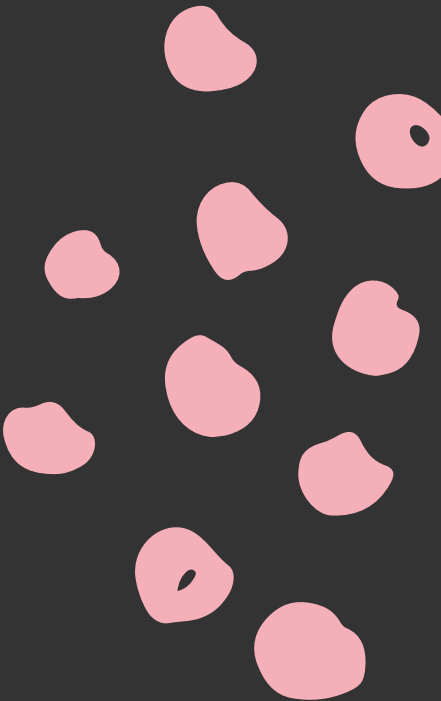
FIT + SIZE

Imani seeks an outfit that fits well and flatters her body shape, coming to Fashionnova because of their wide range of sizes and proportions.

Motivated by her invitation to the showcase and her desire to look her best, Imani seeks to put together an outfit that she can wear for the event that will accurately display who she is as a creative, bright, and bold individual. Although she already has an aptitude for technology in her everyday life, her studies as a UX designer and digital creative hobbies have conditioned her to incorporate it as much as possible to simplify her life. Therefore, due to this fact and her love of fashion, Imani is no stranger to shopping for clothing online and often prefers it over physical shopping at department stores because of the additional styles and sizing options. In fact, she believes all the best clothing—most of which reflect her style—can be found online and has already acquired a list of stores that she regularly shops from.

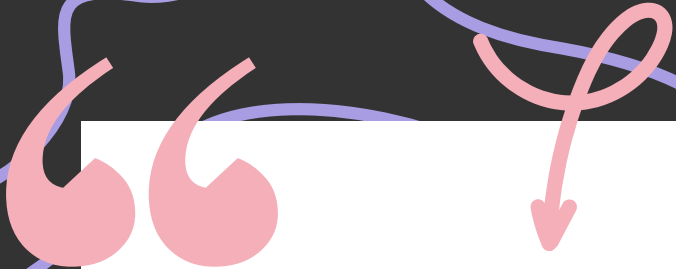
Her primary goal is to ideally find a unique, two-piece suit that exudes class and professionalism and suits her body type. However, she is not opposed to purchasing something other than a suit should other clothing pieces speak to her. Since she has had several successful experiences purchasing from Fashionnova.com, Imani concludes that this will likely be the first online store she visits when looking for an outfit. She is well aware that this brand isn't exactly known for the most professional clothing, but she is determined to make the pieces work and buy additional ones if needed to make the outfit work for her as she's done in the past.

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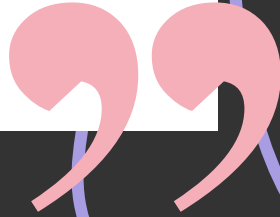




Imani's User Quote



PROVING TO MYSELF THAT I CAN ADEQUATELY MANAGE THIS FANTASTIC OPPORTUNITY IS IMPORTANT TO ME, AND I WANT TO MAKE MY PROFESSORS, FAMILY, AND PEERS PROUD. TO STAND OUT AT THE SHOWCASE AND BOOST MY CONFIDENCE, I WANT TO LOOK MY BEST TO DEMONSTRATE TO EVALUATORS AND EMPLOYERS THAT I'M BUSINESS-ORIENTED AND HOW MY POISE CAN TRANSLATE INTO PROUDLY EXHIBITING MY PROJECTS.





Imani's User Journey



Scenario

Imani is a college student who is visiting Fashionnova's website to browse for and buy an outfit for an upcoming student showcase she was invited to attend.

Expectation

Imani wants to impress everyone at the showcase and wants an outfit that will make her look and feel confident, wanting it to fit well, be stylish, and be budget -friendly.

Stages	Awareness	Consideration	Decision	Action	Reflection
Customer Activities	Has experience with the Fashionnova online clothing store based on several previous orders	Thinks about whether or not Fashionnova should be the primary online shopping site visited compared to other, alternative clothing sites	Concludes that visiting Fashionnova would be beneficial based on positive previous experiences with the company	Browse the extensive clothing selections online or in the app, add any outfits meeting event qualifications to the virtual shopping cart, and pay for the order at checkout	Place a clothing order that meets the expectations from Fashionnova website
Customer Goals	Quickly review whether or not the orders received in the past met purchase expectations	Determine if Fashionnova is the best solution to buy clothing by weighing the details given by the event and past outfit orders	Use either a computer, tablet, or smartphone device to access the website either in a browser or the company's official app	Easily and successfully sort through clothing options using the site/app's clothing categories and filters and save some items for later with a "like" feature	Experience a quick, stress-free checkout process and track the order from the point of purchase until properly received
Touchpoints	Examine the quality and quantity of wear of previous outfits purchased from the company hanging in the closet	There are no touchpoints for this stage	The smartphone, tablet, or computer that will allow access to the company website or the app	The website/app, "save for later" button, shopping cart, clothing categories and filters, and the checkout button	The website/app's checkout button, payment/location information entry forms, email/text order confirmation, and any third-party shipping company tracking number
Emotional Experiences	Is very intrigued at the possibility of ordering from the website again to have something to wear for the showcase and is comforted by the reliability of previous purchases	Is curious about what kind of clothing Fashionnova offers that would be appropriate to wear to the showcase	Is excited and hopeful to find quality, stylish, and affordable clothing that meets the expectations of the search	Is frustrated and overwhelmed by the variety of clothing available on the site, which makes it difficult to compare pricing, quality, and versatility of individual pieces	Is satisfied and relieved that an order was finally placed after thorough contemplation, also is anxious to ensure that the package containing the order comes in time

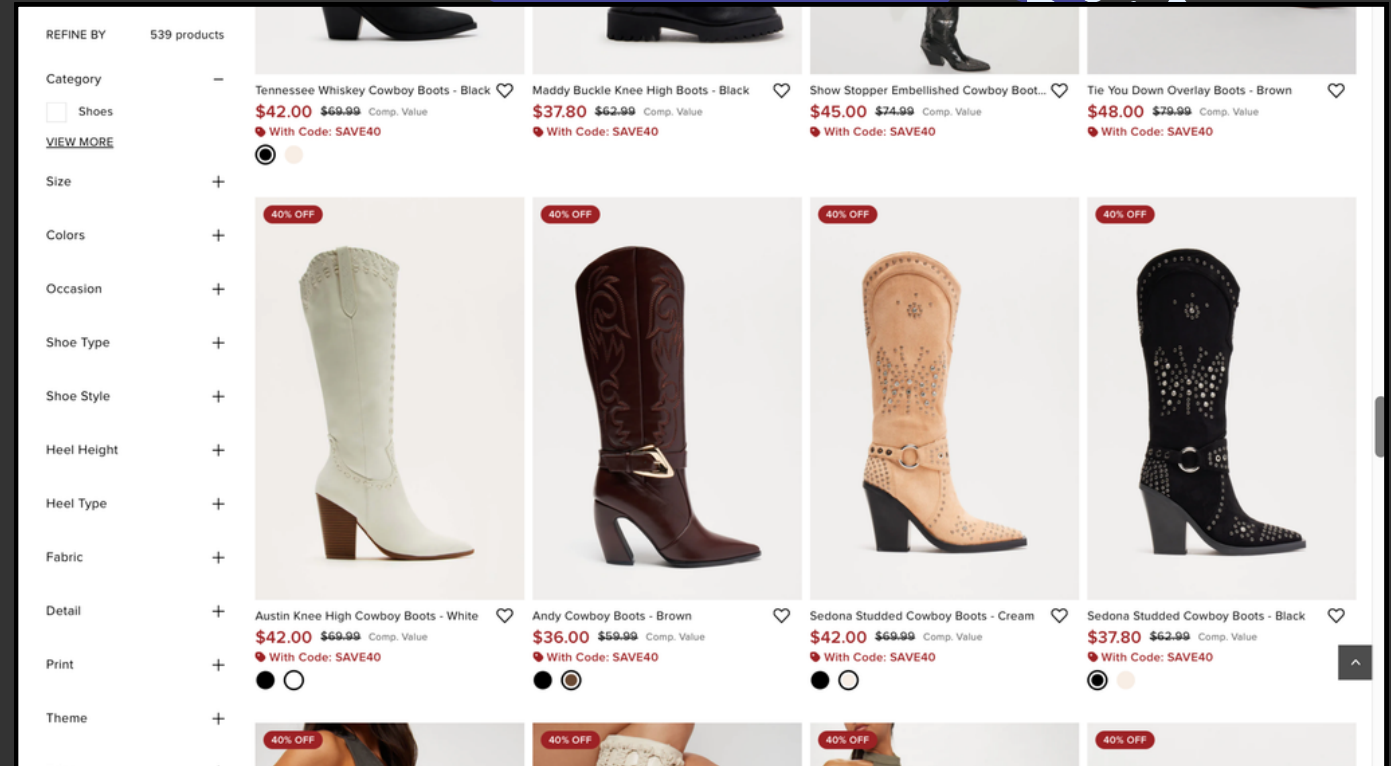




Identifying UX Pain Points with Fashionnova.com

Problem: Lack of Comparison Tools

- Fashionnova's site **does not allow users to compare wardrobe items side by side**, requiring multiple tabs to be open at once.
- This creates frustration, making it **difficult to efficiently evaluate pricing, styles, and compatibility** between items.
- The **checkout process could be more intuitive** by reducing cognitive overload from too many browsing options.



Fashionnova.com



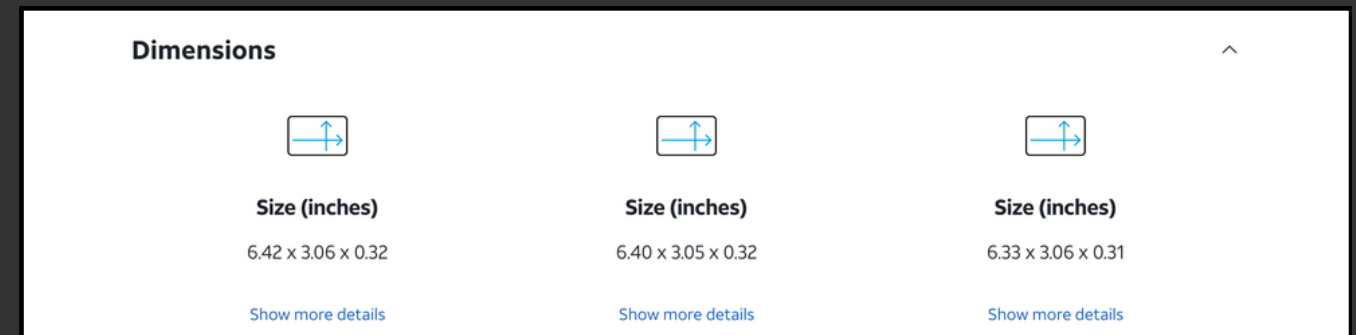
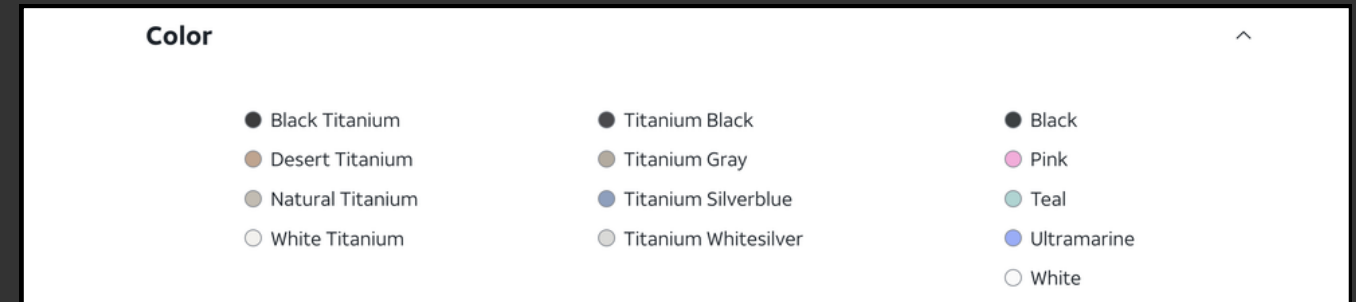
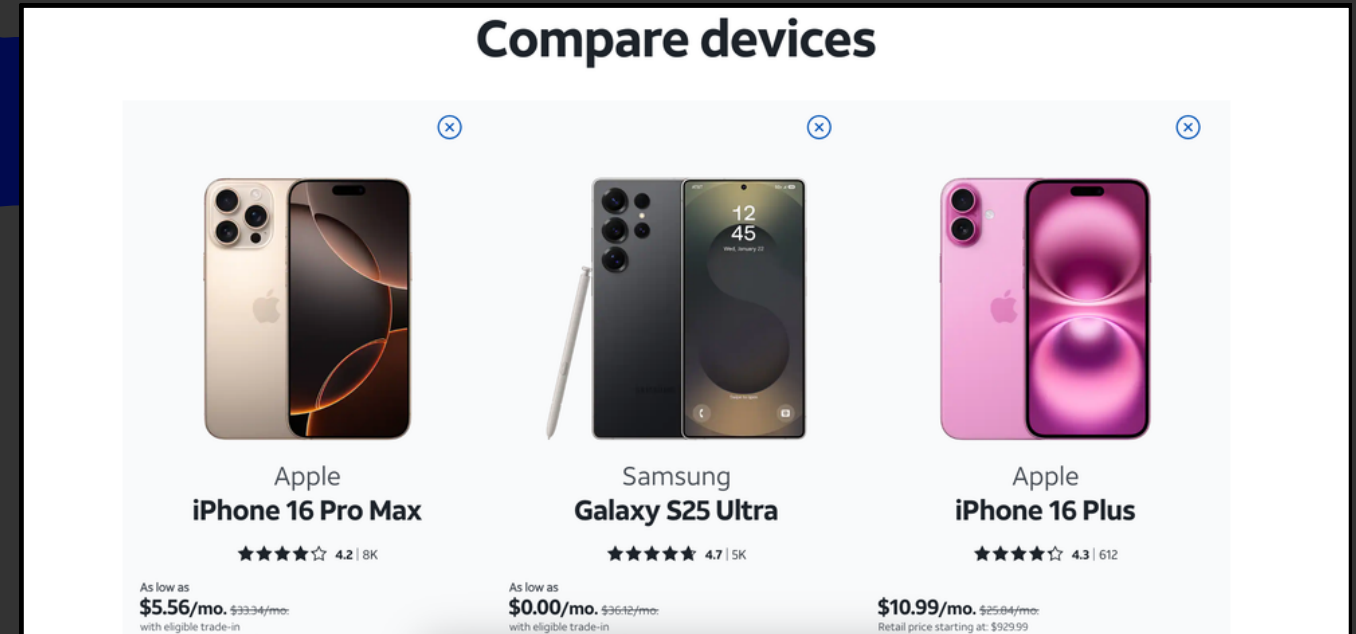
Proposed UX Solutions

Solution 1: Split-Screen Product Comparison

- Implement a **side-by-side comparison feature**, allowing users to **view multiple items simultaneously**.
- Similar to how **AT&T lets users compare** phones, Fashionnova could let shoppers compare fit, price, and customer reviews in a single view.

Solution 2: Improved Filtering & Sorting Options

- Enable a **"Compare Outfits" mode** within the site's filters to help users **view multiple categories at once**.
- Allow customers to **pin favorite items and switch between saved outfits** more easily.





Key Takeaways

Imani's experience underscores the **importance of user-centered design**, emphasizing the **need for intuitive navigation** and **smarter product organization**. **Implementing side-by-side product comparisons** could significantly **reduce decision fatigue**, making shopping faster and less overwhelming. Additionally, online retailers must strike a **balance between choice and simplicity**, ensuring that the **browsing experience is seamless and user-friendly to enhance usability and drive conversions**.

By analyzing Imani's digital journey, my case study demonstrates how **Fashionnova—and similar e-commerce brands—can improve user experience, minimize frustration, and boost engagement through better UX design solutions**.







Thank *you*!