Case: Retail App for Sportswear Line

Demographic: Men, Women, Children

Inventory: Shorts, T-Shirts, Jackets, Sweaters, Hats

Quality: Rugged, Durable

Pricing: Moderate

Target Audience:

Athletic enthusiasts of all levels—from those who wish to maintain an active, healthy lifestyle to those involved in organized intramural leagues. For this example, our target audience is Amy, an outdoorsy runner. As a brand loyalist, Amy frequently turns to Sportswear Line to add articles to her active wardrobe. With an email subscription, Amy stays up-to-date with current promotions and can never miss a good deal like BOGO 50% Off Clearance.

Scenario:

Amy checks her emails every morning while she enjoys her breakfast. This morning she receives an exclusive offer from Sportswear Line promoting BOGO 50% Off Clearance. She immediately taps the call-to-action advertisement which takes her to the Sportswear Line app on her mobile device. She browses the clearance section and adds two pairs of running shorts to her cart. Because Amy has previously created an account, her billing and shipping information is already stored, taking her from cart to order confirmation in under 4 clicks.

Click for: Workflow
Click for: Wireframes