

Z E L E G A

welcome to our universe!



Overview

The global fashion industry is continuously moving towards a decisive phase of digital adoption by the mainstream consumer, with online sales being projected to grow rapidly, especially in emerging markets.

In many markets, consumers look to online platforms as their first point of reference, as they offer a wider variety of products, and generally provide superior customer relevance and convenience, including insight-driven marketing to seamless customer care and logistics.

Problem

Traditional shopping has been around for a long time and people wanted to move from this way because they found that on shopping they lose a lot of time, travel in distance, forget the prices you have seen in the previous shops.

WHY IS THIS HAPPENING ?

- 01 Manual
- 02 Limited Time
- 03 Limited to particular area

Solution

We love to shop. It doesn't matter if it's Black Friday, or a random Tuesday in March - we find it thrilling to fill up our literal and virtual shopping carts with the items we want.

WHAT CAN WE DO ?

- 01 Automatic
- 02 Available 24x7x365
- 03 Worldwide reach



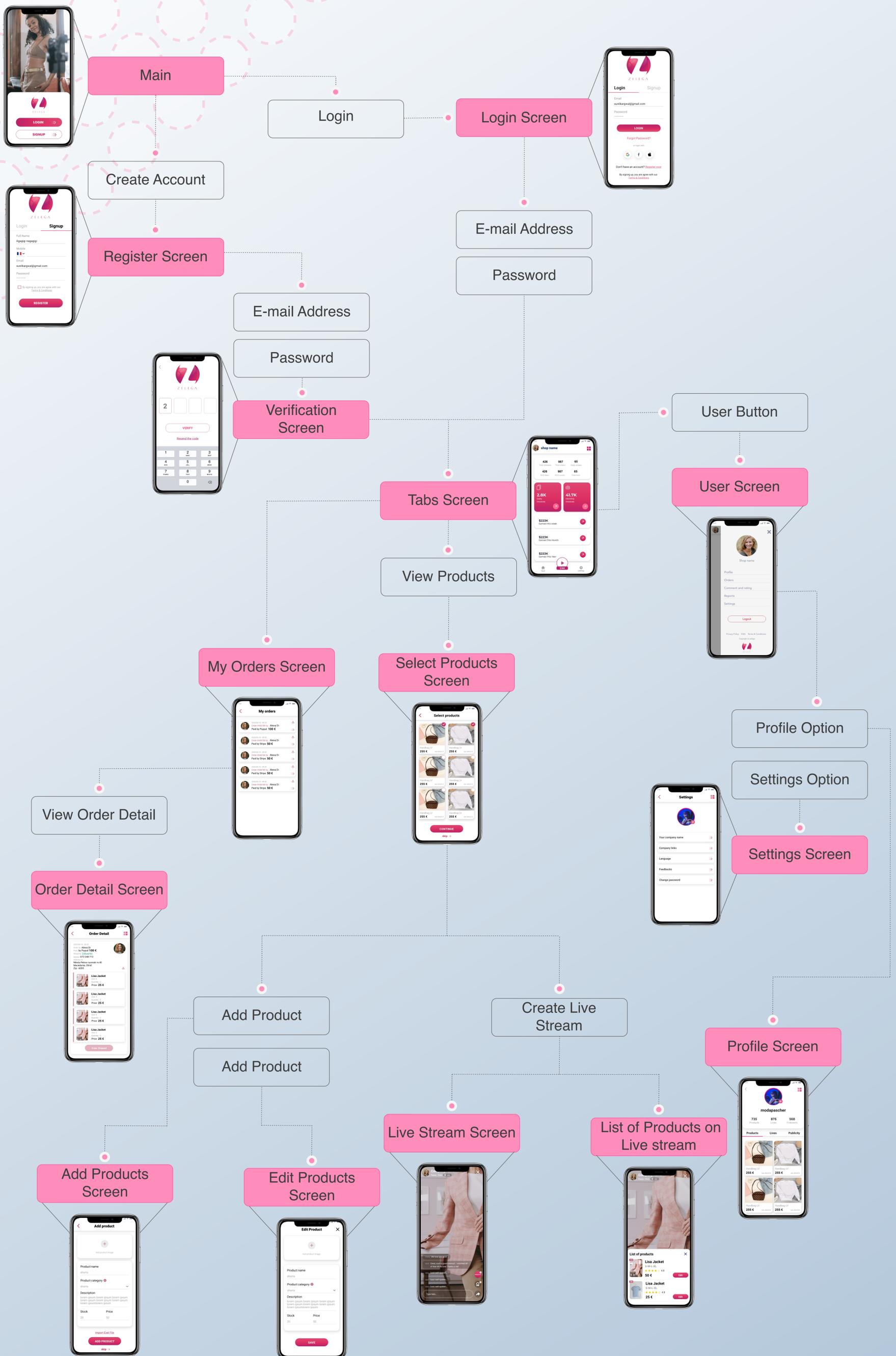
Discovery & Research

Shoppers have had an opportunity to choose their market for decades now, and they can purchase goods and services physically in a store or through the internet. The main purpose of them both is the same to sell and buy products, but the way how it is done is their main difference.

This app is clearly showing how and why the word shopping should or is replaced by the word online-shopping.

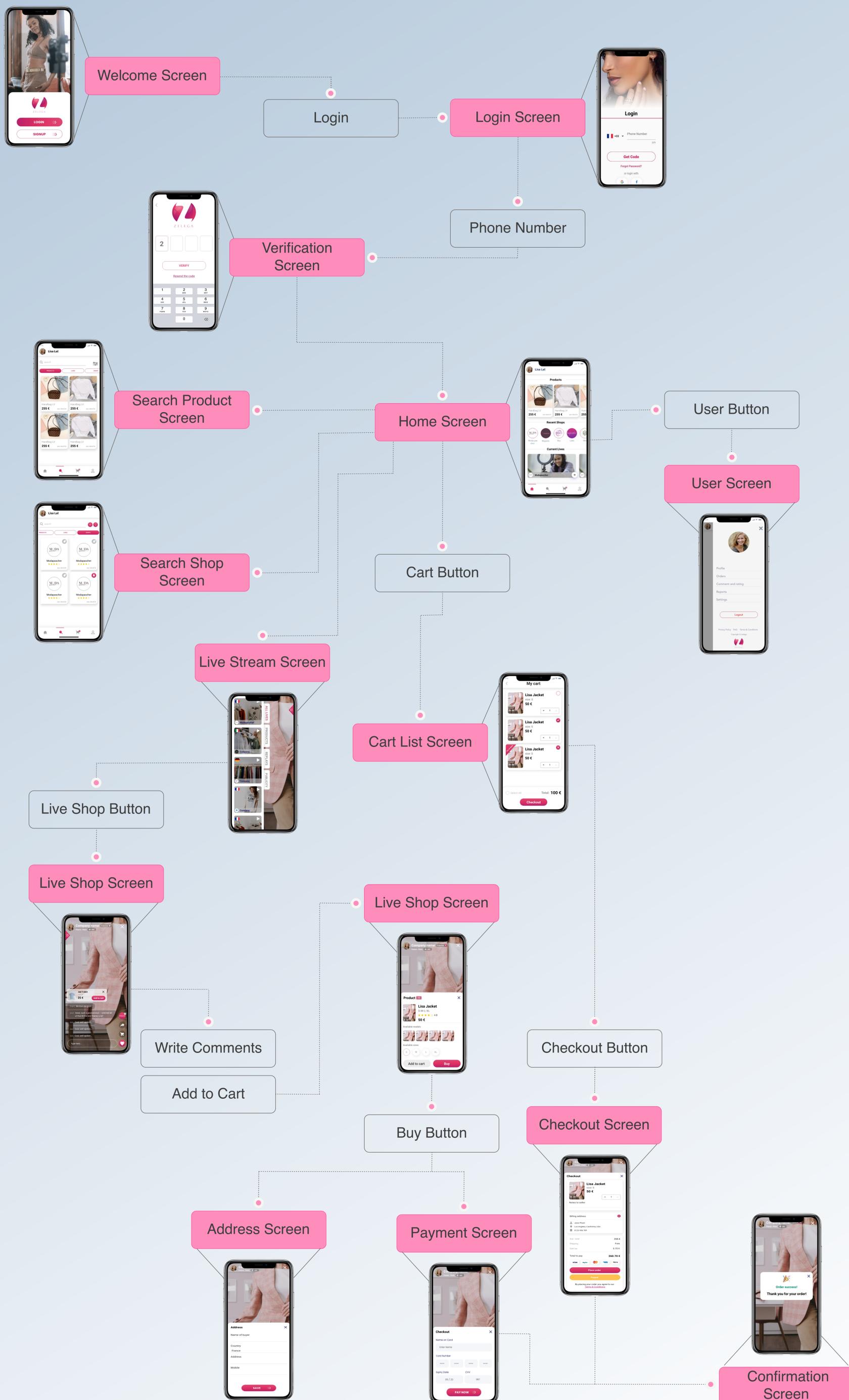
Shop flow diagram is showing the steps and actions in a specific order and sequence that the manager must take to create and fill the shop with the product and to manage the orders as well.

Shop Flow



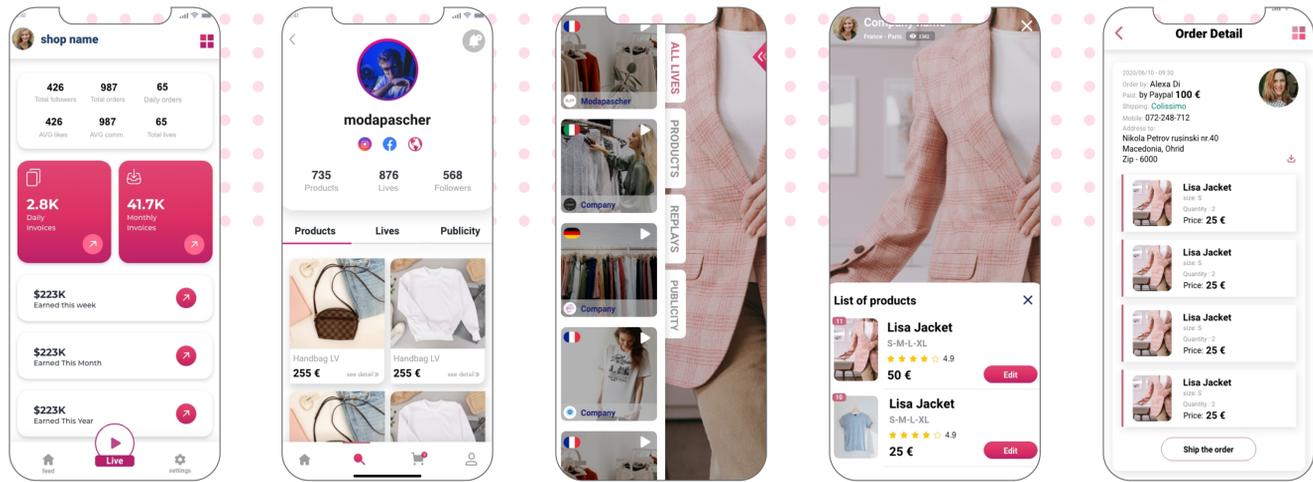
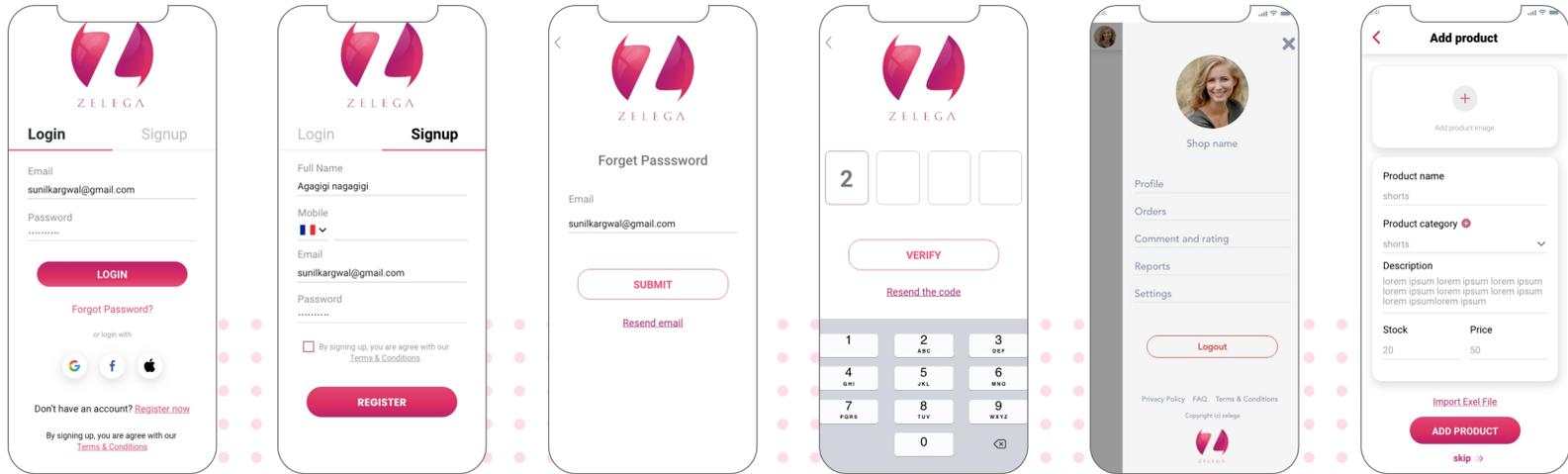
Client flow diagram is showing the steps and actions in a specific order and sequence that the user must take to get to the end the task, which is ordering a product.

Client Flow

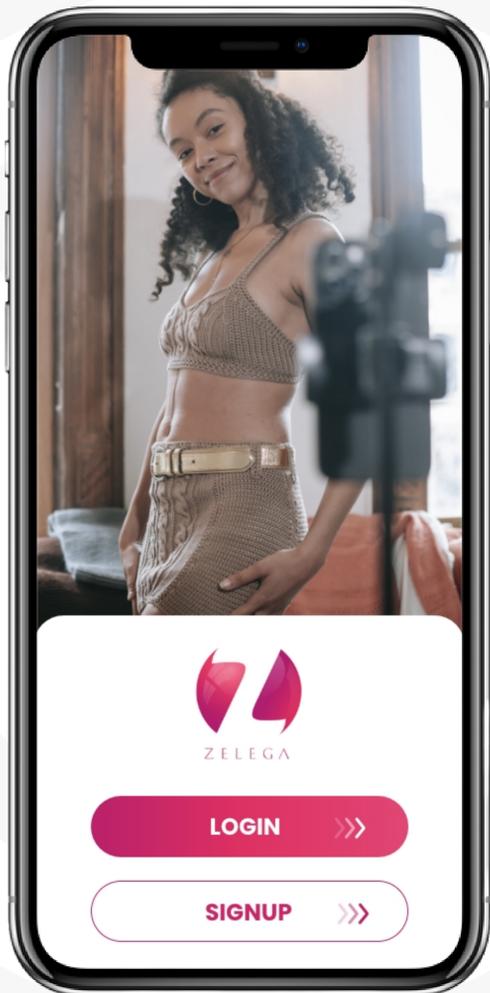


Ideate & Prototype

HIGH - FIDELITY WIREFRAME



MOBILE VERSION



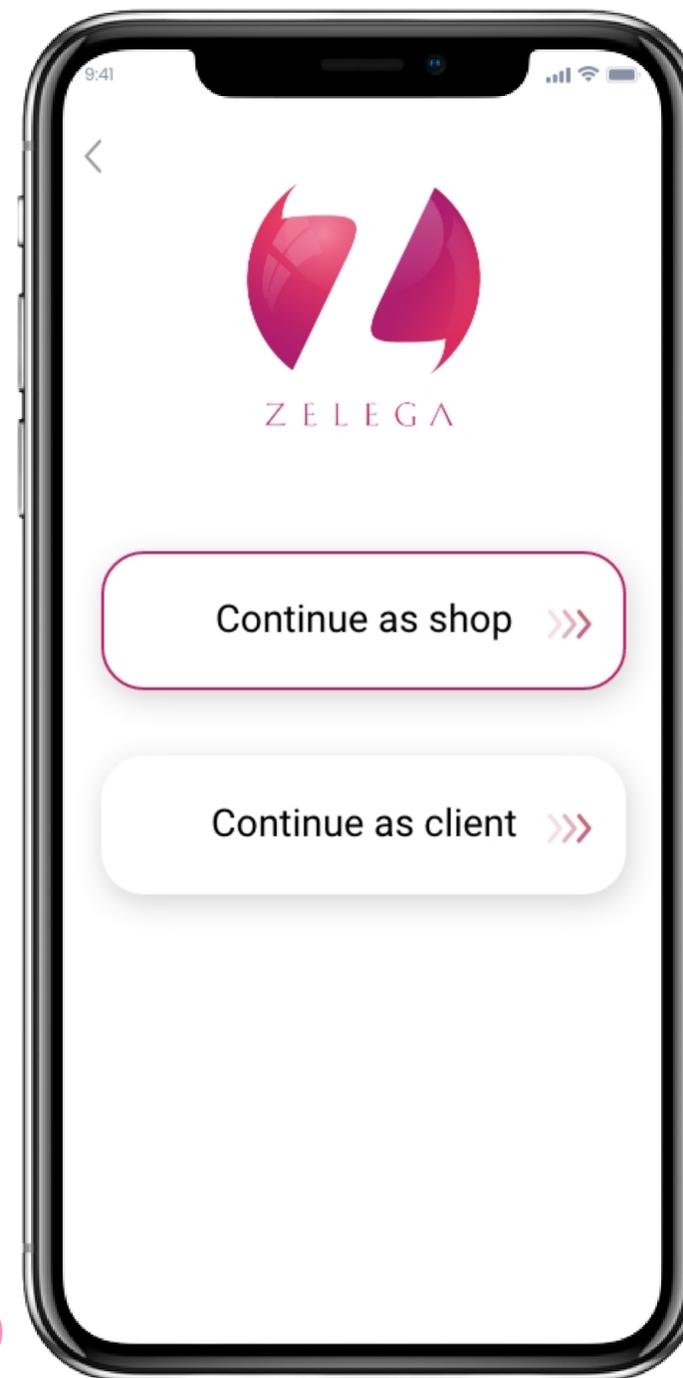
Mobile is becoming not only the new digital hub, but also the bridge to the physical world. That's why each platform should be as an app, it transforms the entire business.



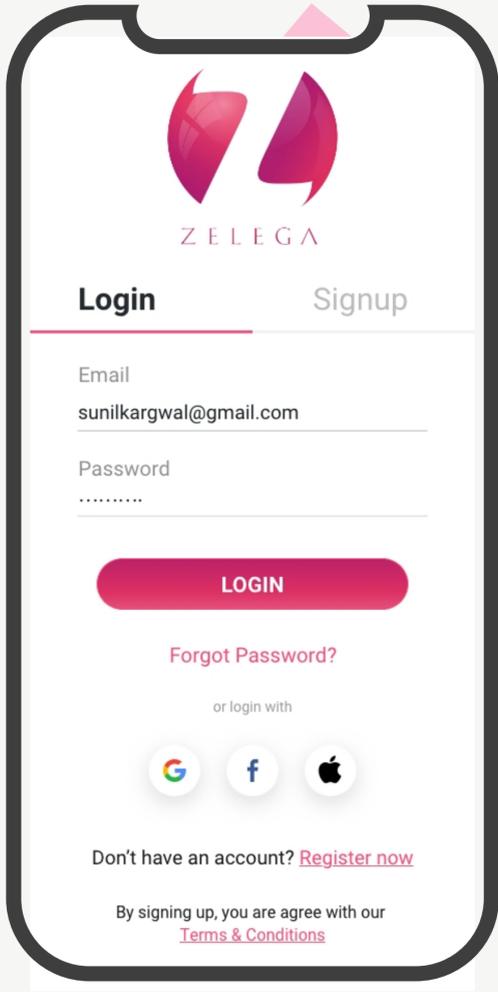
It's Easy to Start

Shoppers have concluded that as simple and efficient an app is built, as easy usable by users it will be. A few clicks to create account and a few clicks for shopping is what users want and this is how this app is built.

This app is clearly showing how great the online shopping is for both parties, the shops and the clients.

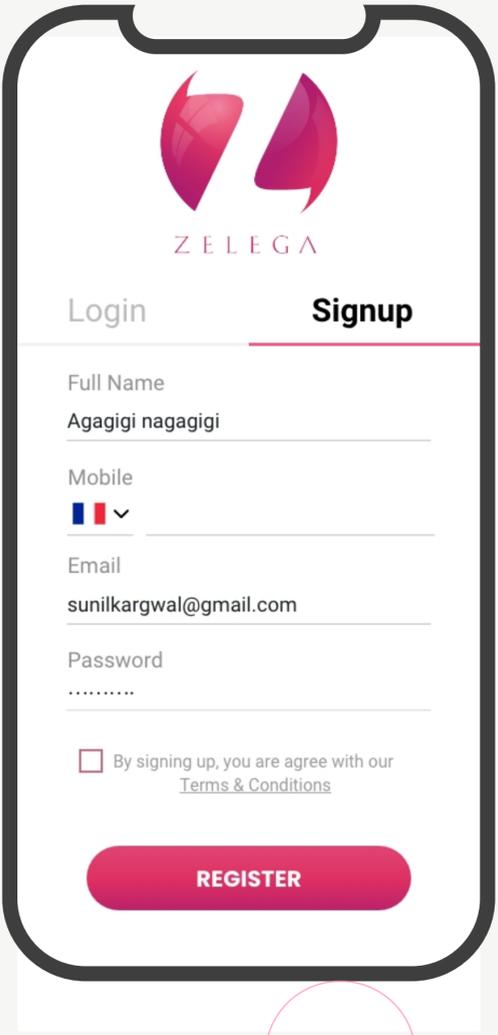


Authenticating the user



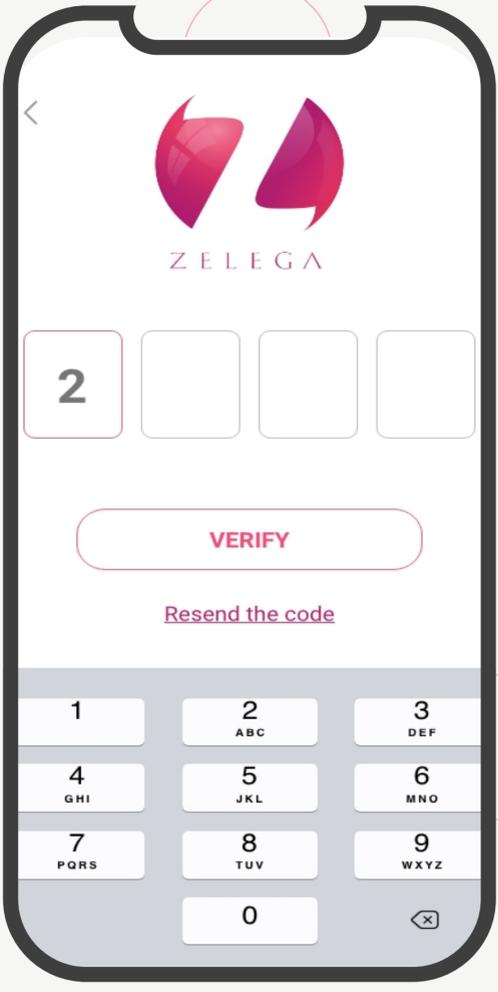
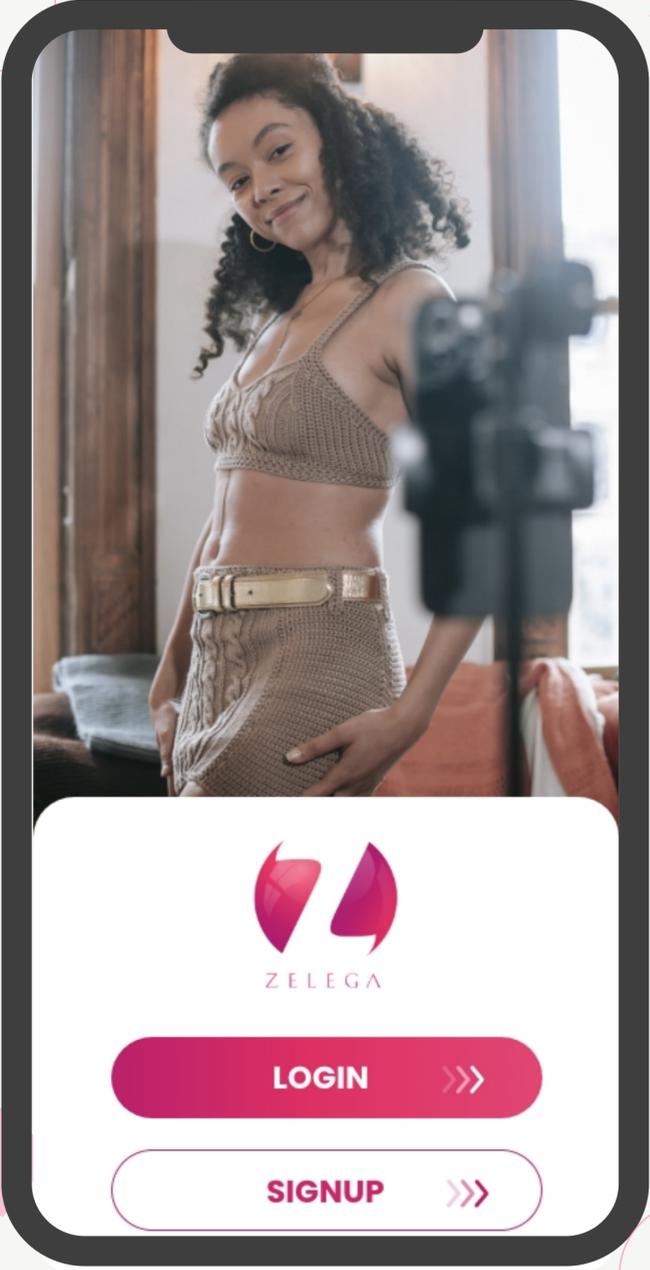
The login screen features the Zelega logo at the top. Below it, there are two tabs: 'Login' (active) and 'Signup'. The form includes an 'Email' field with the text 'sunilkargwal@gmail.com', a 'Password' field with a masked input, and a prominent pink 'LOGIN' button. Below the button, there is a 'Forgot Password?' link, a note 'or login with', and social media icons for Google, Facebook, and Apple. At the bottom, there is a link to 'Register now' and a 'Terms & Conditions' link.

LOGIN SCREEN



The register screen features the Zelega logo at the top. Below it, there are two tabs: 'Login' and 'Signup' (active). The form includes a 'Full Name' field with the text 'Agagigi nagagigi', a 'Mobile' field with a country code selector (France), an 'Email' field with the text 'sunilkargwal@gmail.com', and a 'Password' field with a masked input. At the bottom, there is a checkbox for 'Terms & Conditions' and a prominent pink 'REGISTER' button.

REGISTER SCREEN

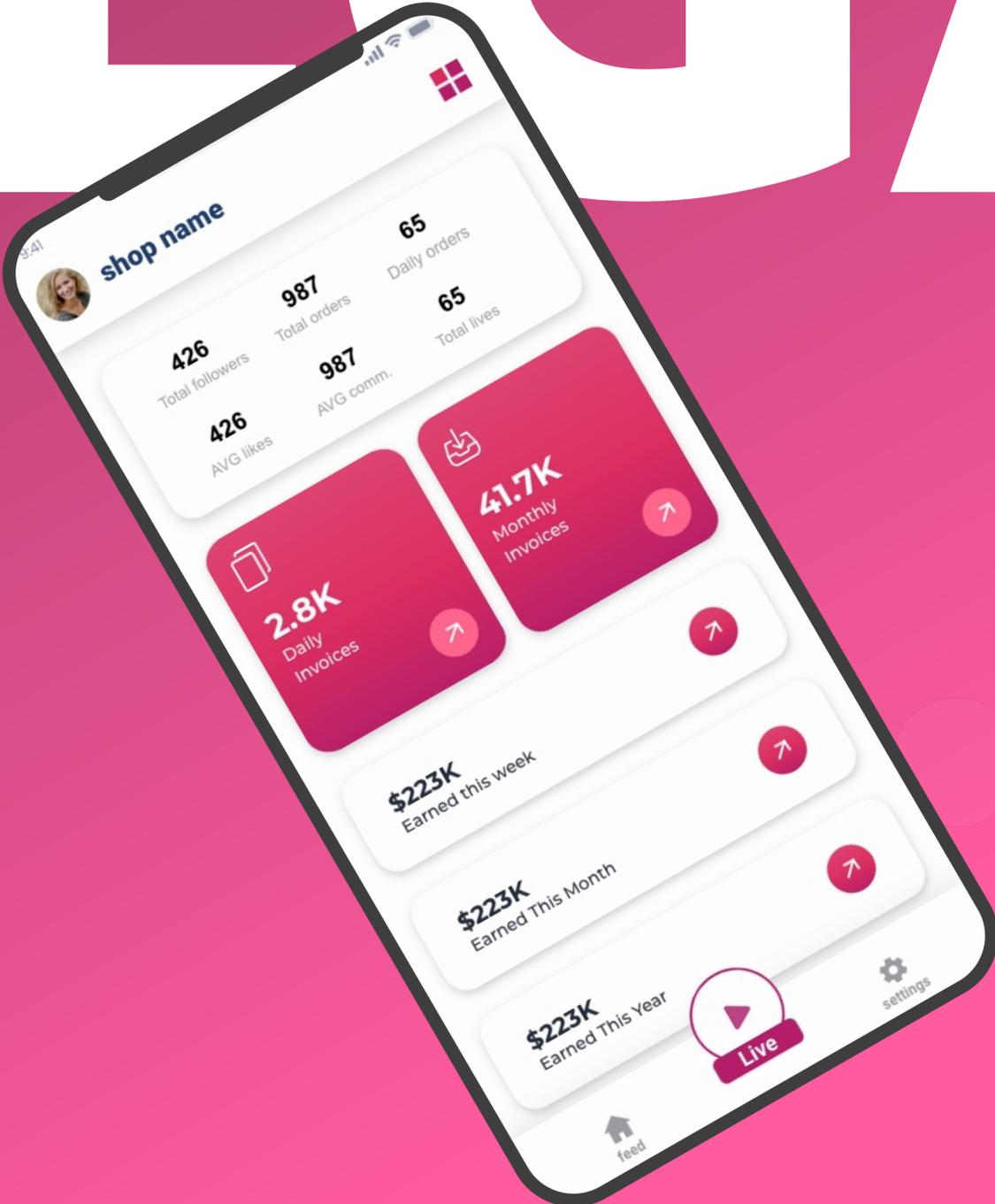


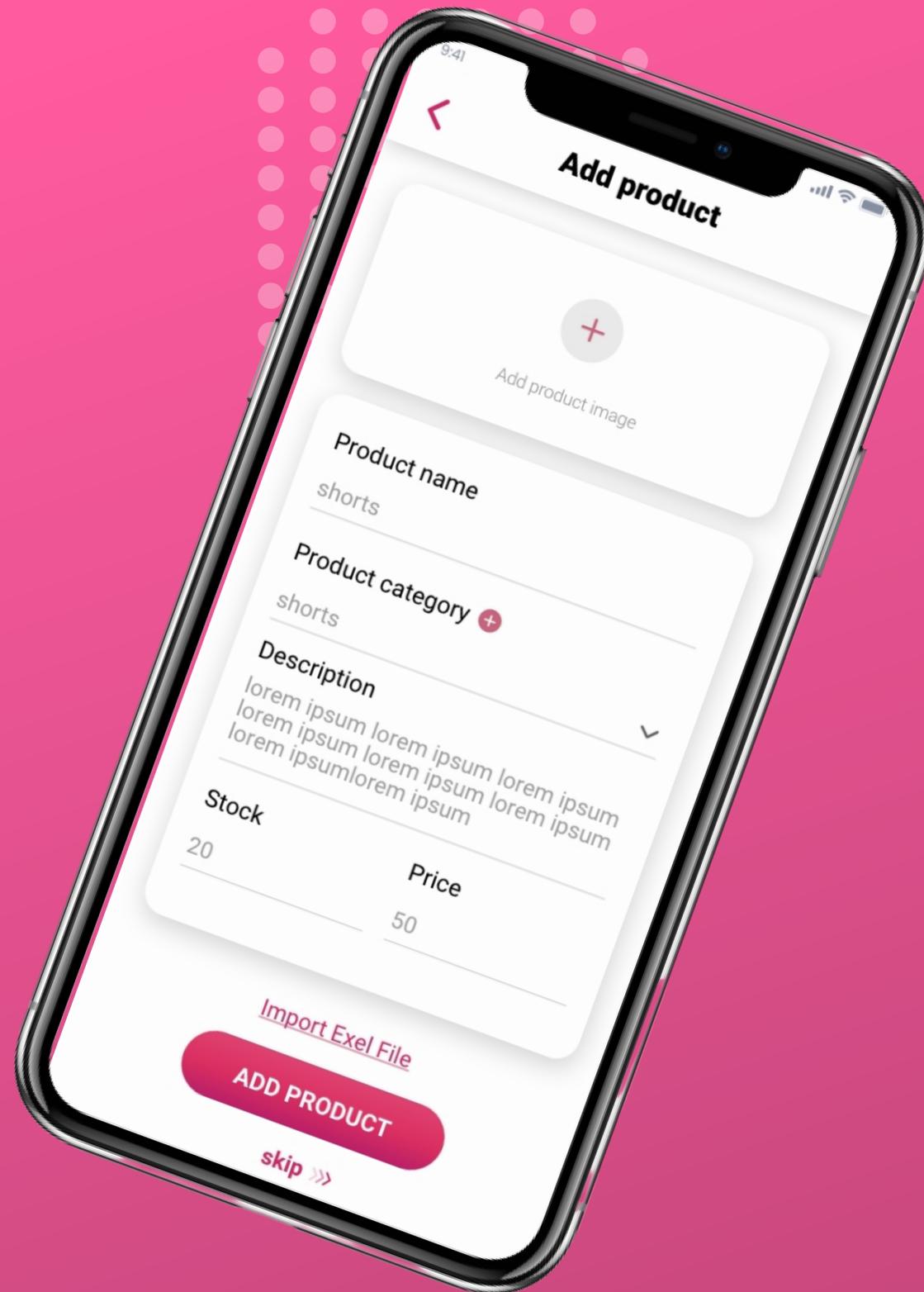
The verification screen features the Zelega logo at the top. Below it, there are four input fields for a 4-digit code, with the first field containing the number '2'. Below the input fields, there is a pink 'VERIFY' button and a 'Resend the code' link. At the bottom, there is a numeric keypad with digits 1-9, 0, and a backspace key.

VERIFICATION SCREEN

Shop Account

The app contains main page where the user can see easily the statistics from the account.





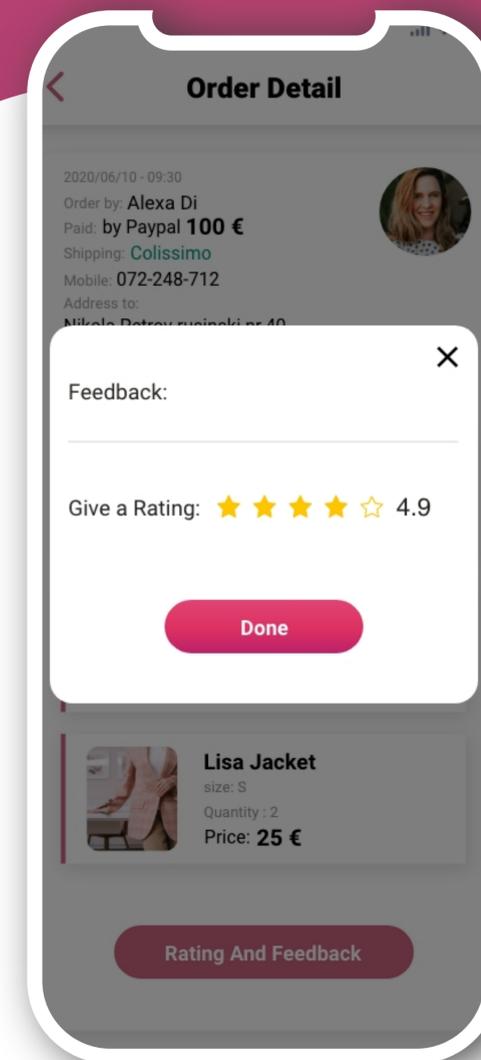
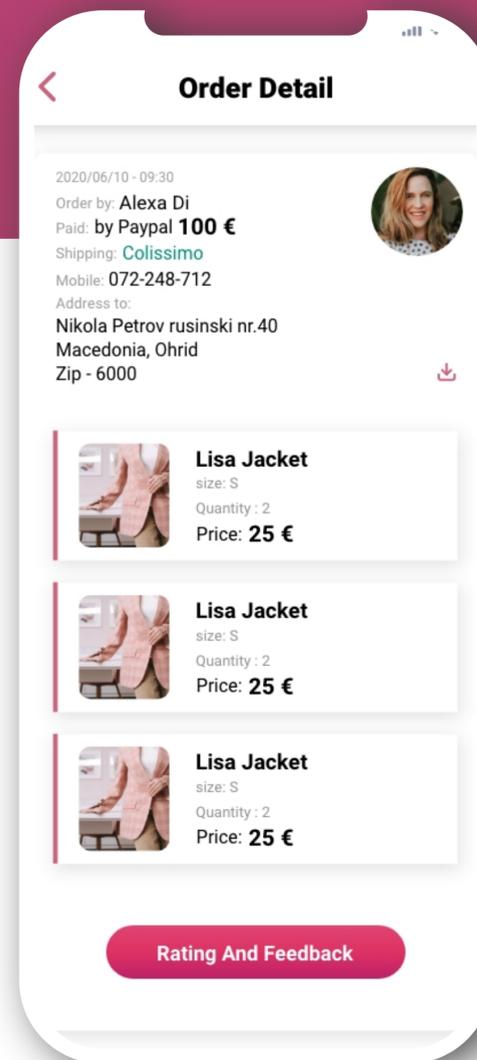
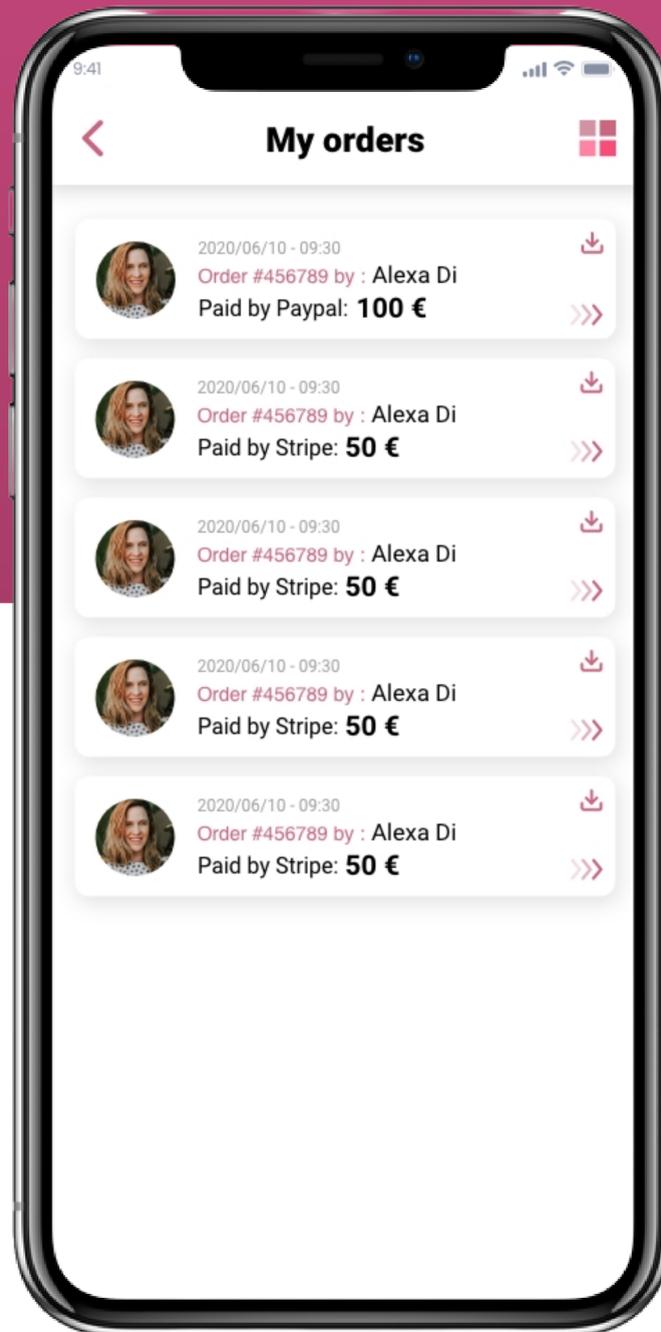
Add Products

The shop account works as an admin on this app. They can create their shop market by adding their products and manage them.

This process is done in very few steps by just adding the product's main information and it can be done by adding one by one or many at once.

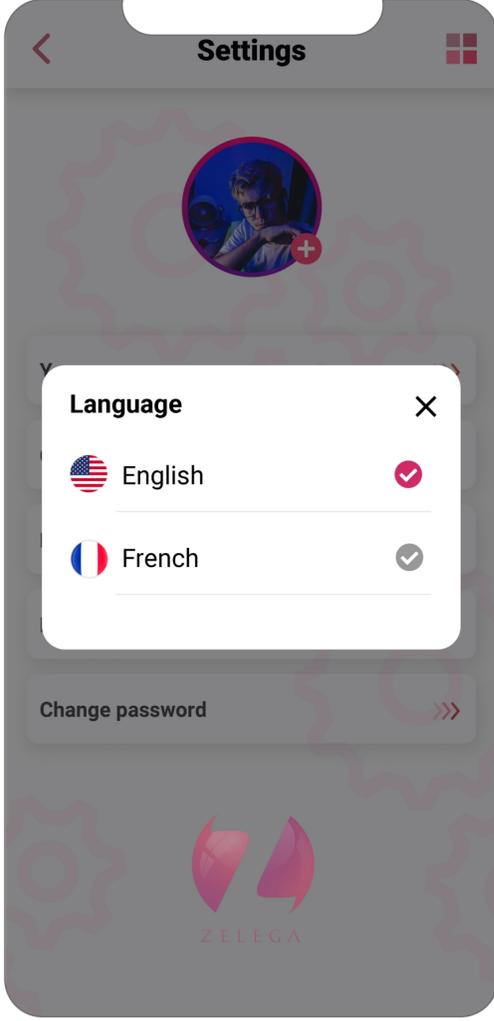
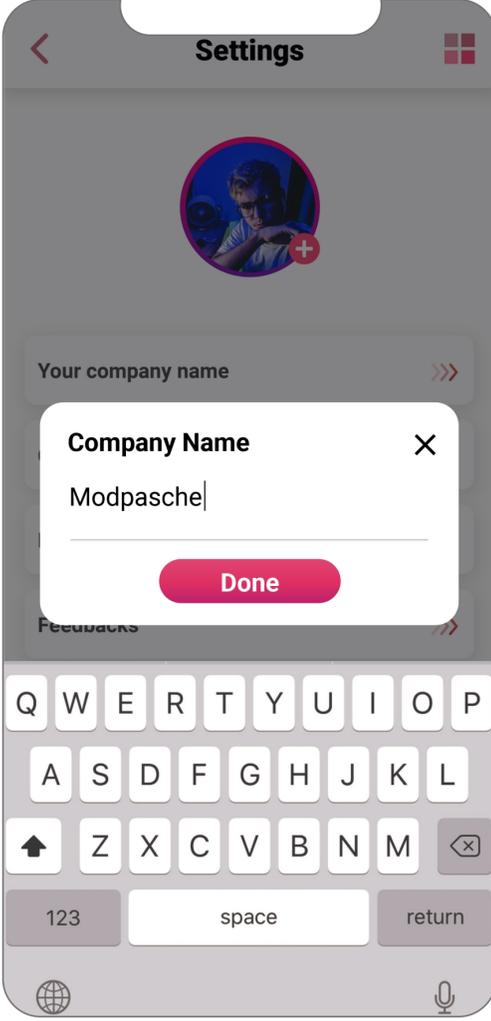
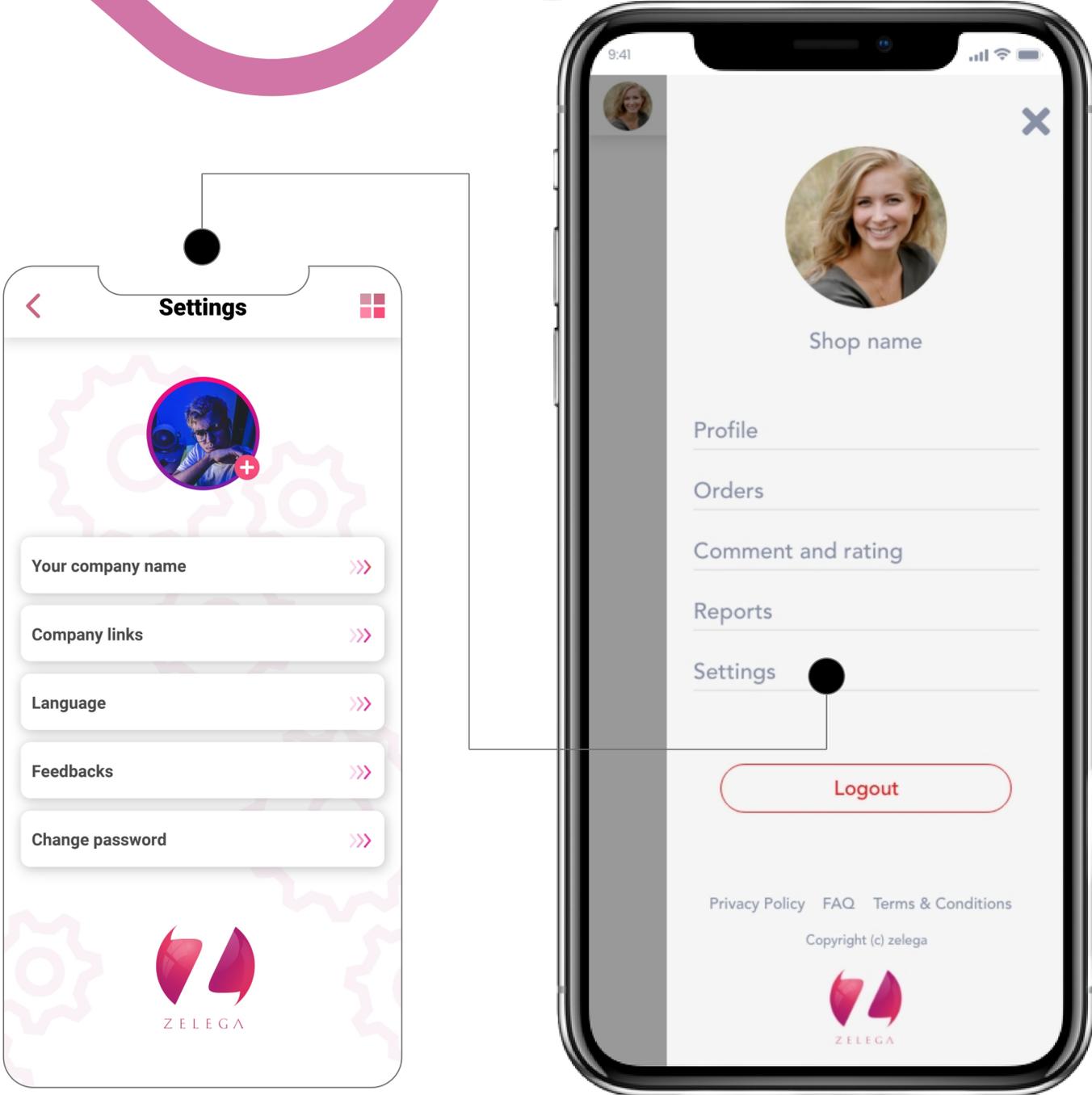
Manage Orders

Keeping records on real time is the most important thing for an app. In our app the shop account can see and review the orders that their clients has already done.



Shop Settings

This app allows its users to change their profile or account options even after it has been created. The user can change his account data (with verification), account name or language.



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