Hudson's Bay

This project is the redesign of the Hudson's Bay mobile app. It aims to improve discoverability, search functionality, and overall user ease.

Role: Design, User Research & Prototyping
Tools: Miro, Figma, Figma
Timeline: 4 Weeks

Illustration by Freepik

Project Overview

The focus is on enhancing the user experience by focusing on discoverability and search functionality. Through this redesign, I hoped to achieve a captivating shopping experience for the users by making the application intuitive to use and easy to navigate.

Problem Statement

To create a more intuitive and engaging shopping experience, increasing customer loyalty and app usage.

Understanding the problem

Upon the analysis of the existing application, some issues and areas which could be improved were :

- Text-heavy category pages.
- Lack of a search bar
- Lack of personalization.
- Product discoverability could be improved
- Lots of negative spaces.
- No personalization even when people sign up and log in.

In order to define the vision of the project, I created need statements that reflected the needs of the users. I came up with the user's needs belonging to each category identified in the current journey.

- Navigation
- Search
- Personalization
- User Interface

These statements further helped in creating 'How might we' questions to guide the vision of the prototype design.

How might we enhance the user experience while navigating through different categories?

How might we help the user find the products they are looking for with ease?

How might we personalize the shopping experience?

How might we make the user feel confident about making a purchase through the application?

User Flow

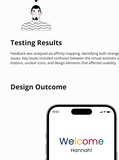
Category Heirarchy - Reorganisation

Mid Fi Wireframes

User Testing

I conducted unstructured user testing with four participants to assess the intuitiveness of a mid-fidelity prototype.

What did the users say?

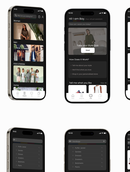


Testing Results

Feedback was analysed via affinity mapping, identifying both strengths and usability issues. Key issues included confusion between the virtual assistant and navigation buttons, unclear icons, and design elements that affected usability.

Design Outcome

View Prototype



Style Guide

Future considerations

For the Hudson's Bay mobile application redesign, learning from user feedback, there's a need to simplify the checkout process and improve navigation to create a seamless shopping experience. Incorporating augmented reality to visualize products in a home setting could also enhance decision-making.