Alder

by Marlon Ayala

Introduction

Alder is an innovative web and mobile application designed to revolutionize the marketplace for unique furniture products in India. Driven by a commitment to providing sterling quality and bespoke furniture solutions, Alder aims to bridge the gap between discerning customers and top craftsmen artisans. With a user-centric approach, the Alder mobile app offers a seamless shopping experience, allowing users to explore a curated selection of exquisite furniture pieces from the comfort of their homes. The app also stores into the UGC design process behind the Alder mobile app, focusing on user needs, use cases, and the creation of a streamlined user journey to ensure a holistic design approach.

Use Case 1: Browsing Furniture Categories
Alder Scenario: Sarah, a busy professional, wants to browse through different categories of furniture to find a new dining table for her apartment.

Use Case 2: Applying Filters and Sorting
Alder Scenario: Raj, an interior designer, needs to find a budget-friendly sofa set for a client's living room.

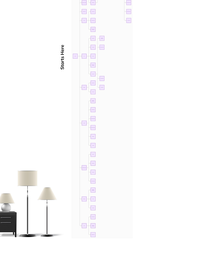
Use Case 3: Viewing Product Details and Reviews
Alder Scenario: Priya, a young couple, is interested in buying a unique bookshelf and wants to read reviews before making a decision.

Use Case 4: Adding Products to Wishlist
Alder Scenario: Kevin, a college student, wants to save furniture items he likes for future purchase when he moves to a new apartment.

Use Case 5: Completing a Purchase
Alder Scenario: Anita, a newlywed, wants to buy a set of dining chairs to match her dining table.

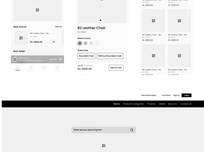
Flow Chart

The flow chart for the Alder e-commerce mobile app and website is a visual representation of the user journey and the core functionalities provided to ensure a seamless shopping experience for unique and budget-friendly furniture products. This description outlines the main components and the flow of interactions users will experience on both the mobile app and the website.



Low Fidelity Wireframe

The low-fidelity wireframe for the Alder e-commerce mobile app and website provides a basic structural layout of the user interface, focusing on functionality and user flow without detailed design elements. This stage is crucial for visualizing the app's architecture and ensuring that all essential features are accounted for before moving to more detailed design and development. The following description outlines the key sections and navigation paths of the low-fidelity wireframe.

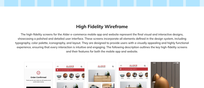


Our **Product** Range

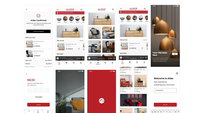
Design System

The Design System for the Alder e-commerce mobile app and website is a comprehensive framework that ensures a consistent and cohesive user experience across all digital platforms. This system encompasses the visual and functional elements required to create a seamless, intuitive, and aesthetically pleasing interface. The following description outlines the key components of the Alder Design System, highlighting its purpose, components, and implementation strategy.

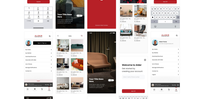
Typography



MOBILE GRID

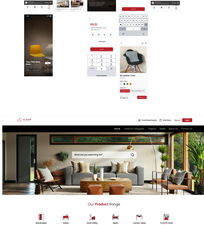
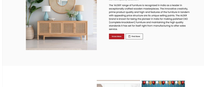
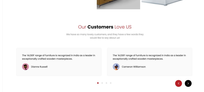


DESKTOP GRID



High Fidelity Wireframe

The high-fidelity screens for the Alder e-commerce mobile app and website represent the final visual and interaction designs, incorporating all functionalities and design elements. This stage ensures a polished and user-friendly interface with attention to detail, typography, color palette, iconography, and layout. They are designed to provide users with a visually appealing and highly functional experience, ensuring that every interaction is intuitive and engaging. The following description outlines the key high-fidelity screens and their features for both the mobile app and website.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