

# UI/UX Design at Hippily.

Interaction Design | Summer Internship | Report

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M.Des 2014-2016

At  
Hippily

Industrial Design Center  
Indian Institute of Technology Bombay, Mumbai  
2015

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## Declaration

I declare that this written document represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/ source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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## Acknowledgment

I would like to express my sincere gratitude to whole team at Hippily and Viswanath Ramachandran one of the founder member of Hippily.

Thanks to Prof. Ravi Poovaiah, Prof. Venkat R , Prof. Girish Dalvi and Prof. Aniruddha Joshi, for their valuable guidance .

All Faculty at Industrial Design Centre (IDC) for their support.

My classmates at IDC for their help, suggestions and comments during various discussions.  
Most importantly, my family for constant support, motivation and inspiration.

Sagar Yende

## Abstract

During summer internship 2015, I worked for 'Hippily' an e-commerce startup in field of fashion/clothing and accessories. Hippily works on android, ios and web platform. As design intern worked on UI/UX of Hippily android application, a walk-through for new users, a flow of adding new product. App screens are redesigned considering better usability and user experience. Work also includes design of push notification ads on mobile app. Internship contributed to my improved visual and software skills.

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# Hippily

Hippily is a start up in field of E- commerce focusing on fashion and clothing.

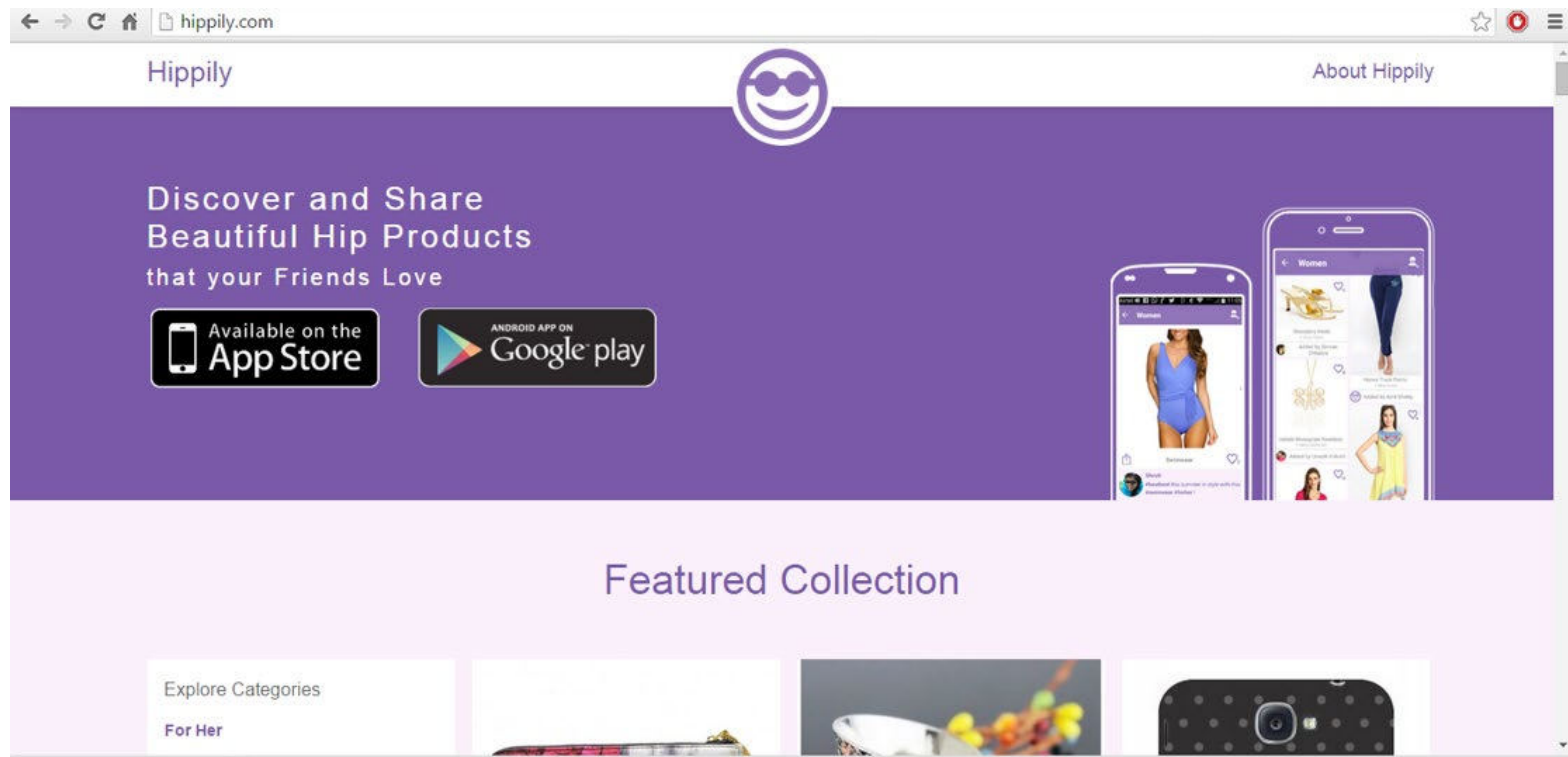
Their product 'Hippily' mobile App is dedicated to helping user to discover and share products of their interests from various platforms of on-line shopping like Amazon, Flipcart, Myntra, Koovs etc. It showcase products according to categories, tags, and uploading user.

Hippily is trying to make e-shopping more social with continuous feed of products which your friend likes(Hip)

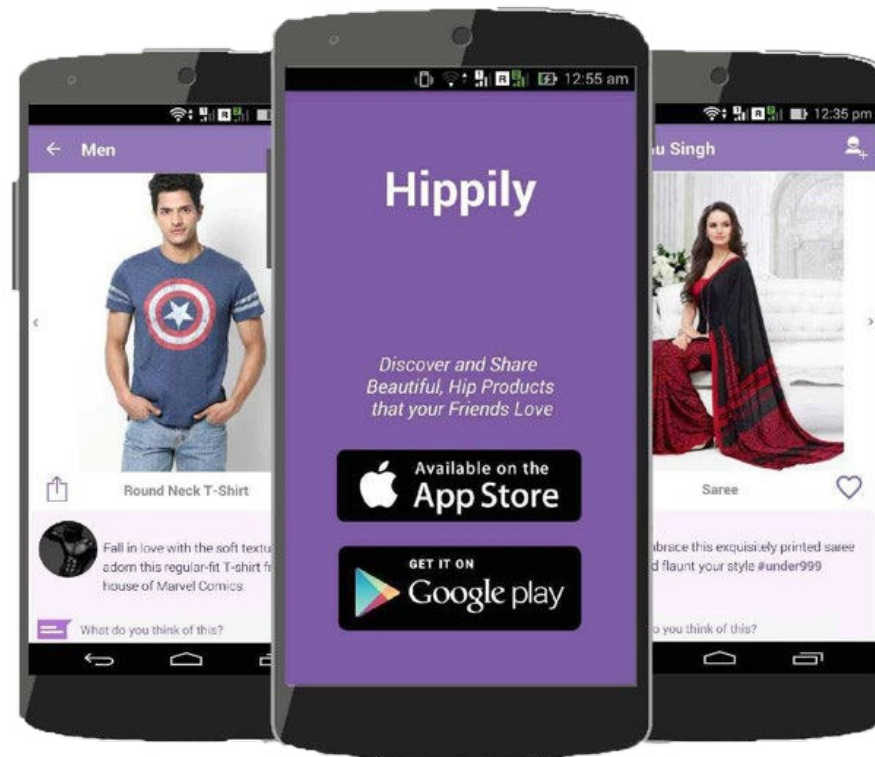


## Platforms

Hippily website - <http://hippily.com/>



## Hippily Mobile App for Android and iOS



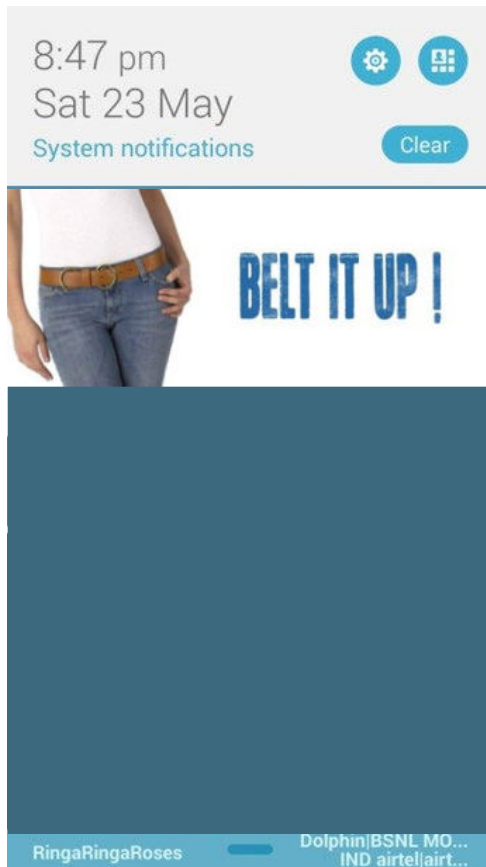
## Work Assigned

Work assigned to me was to create images for push notifications with marketing team. Images were intended to make user click on it which take them to spacial collection of that day according to theme of the day. Images may content the goods from the specific collection text related to. Push notification was to be sent daily to every App user.

In changed UI categories of various items needed to be shown with thumbnail images and crating these images needed to be visually similar with same background and size, around 100+ Categories needed to be assigned with thumbnail images.

Finding flaws in existing UI and suggesting UI alternatives for the same. Redesigning the flow of user actions while adding new product to platform. Suggesting changes in UI to improve experiance and visuals of it.

## Push Notifications



8:47 pm  
Sat 23 May  
System notifications

**BELT IT UP!**

RingaRingaRoses    Dolphin|BSNL MO...  
IND airtel|airt...



Dress Up Your Phones!



COOL EVERYDAY CHINOS



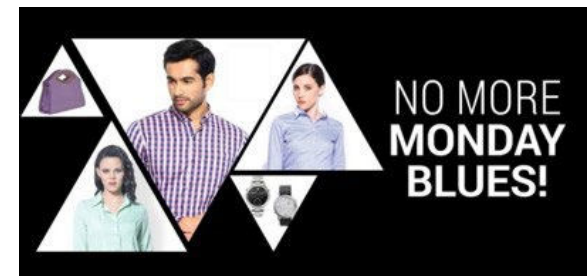
Flats With Style!



HELLO, SUMMER!

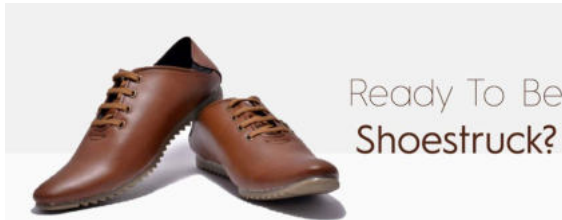
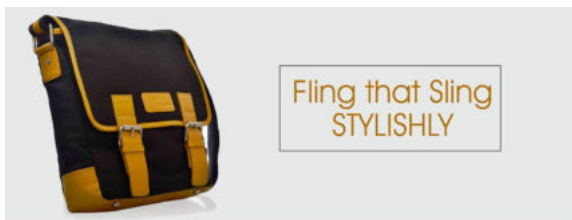


Makeup Essentials!

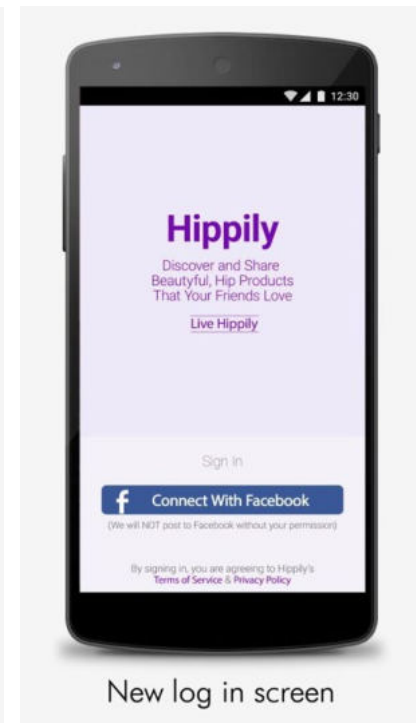
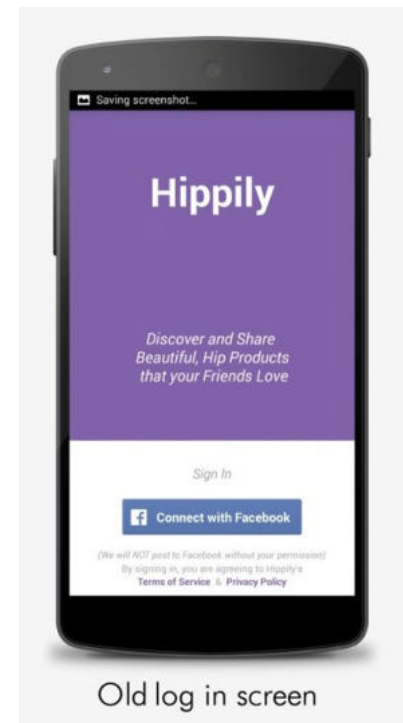
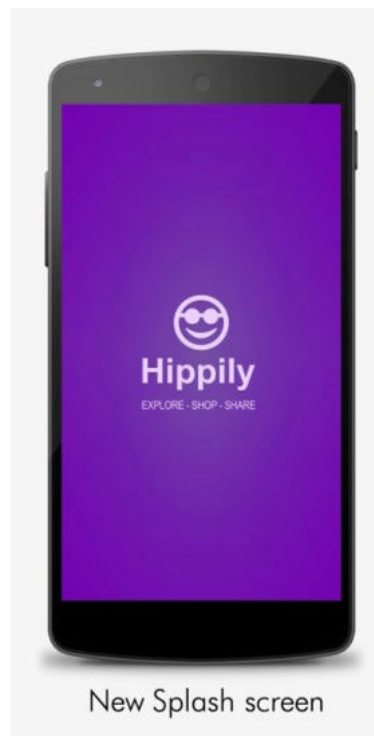
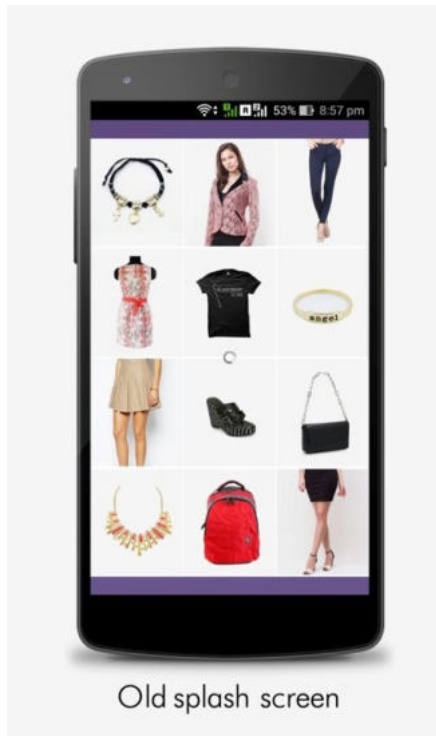


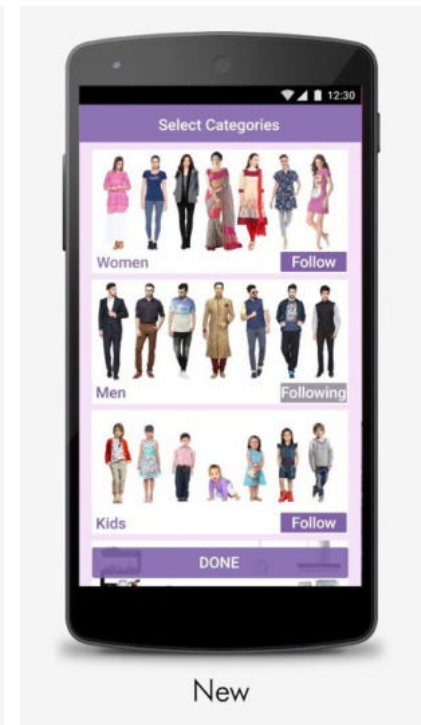
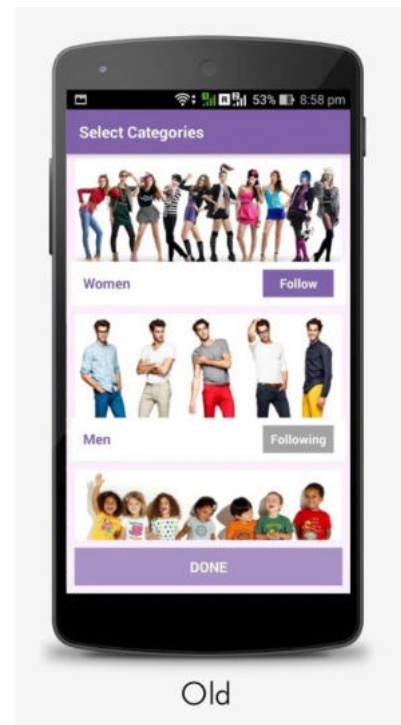
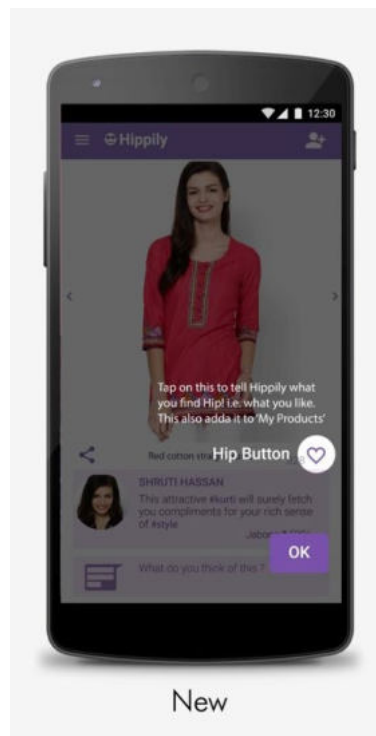
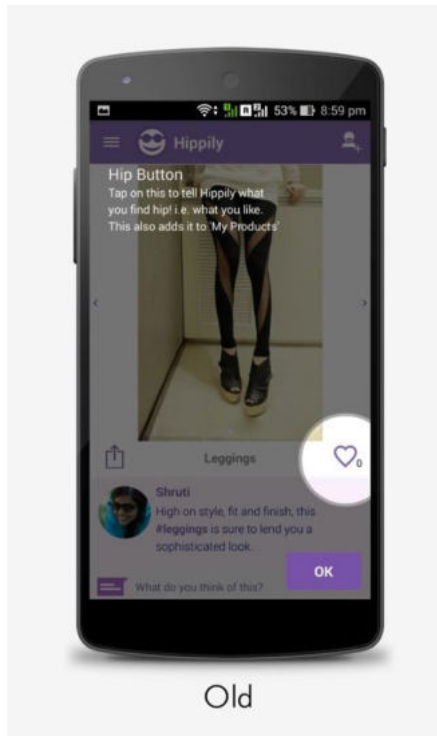
NO MORE MONDAY BLUES!

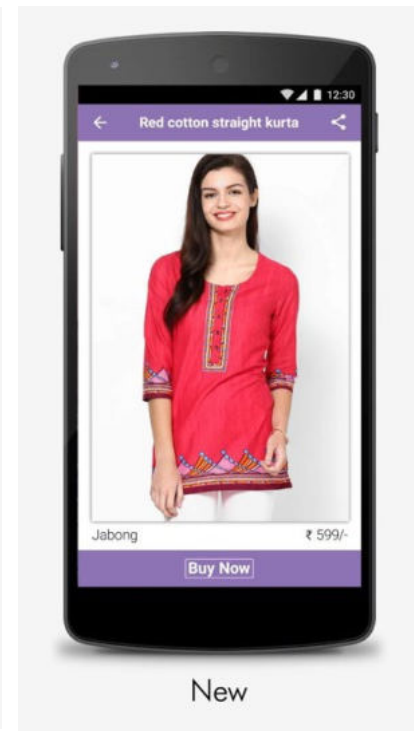
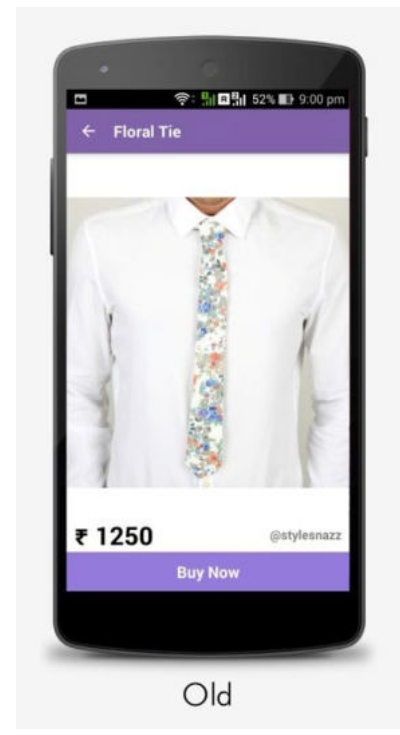
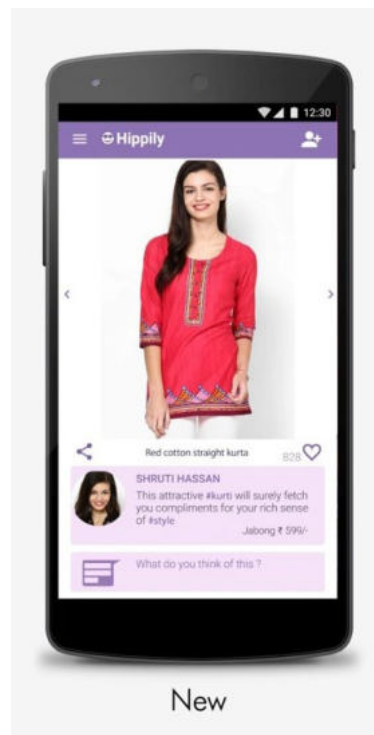
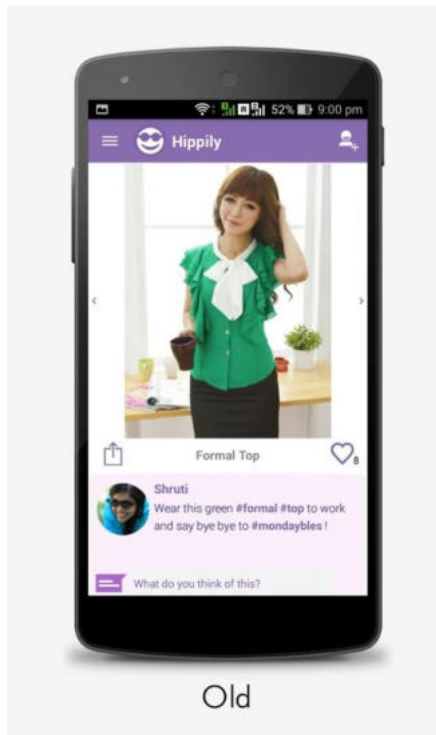


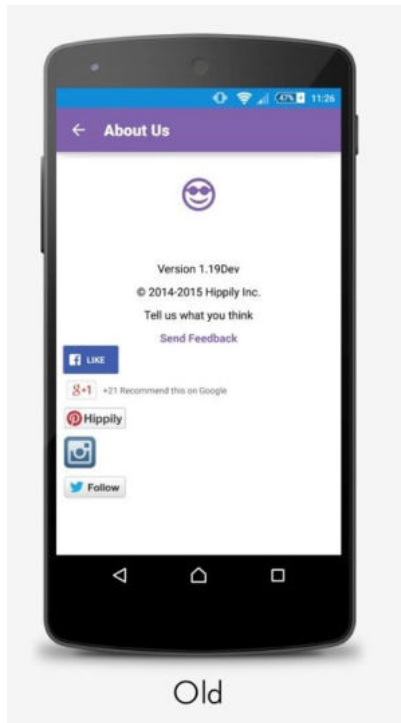


# UI Changes

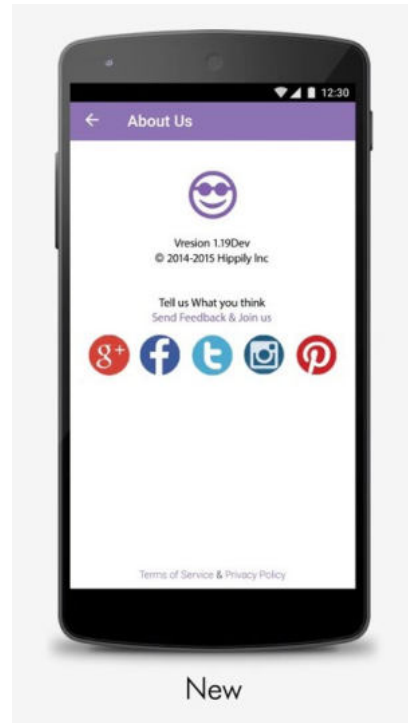




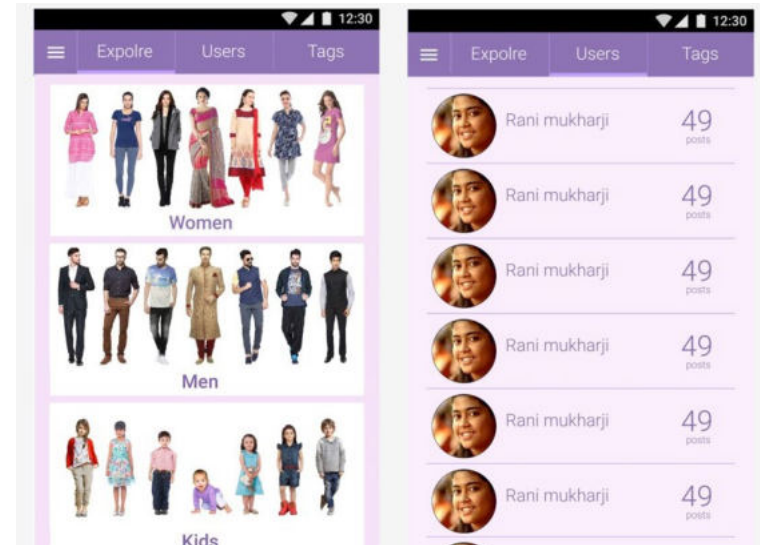
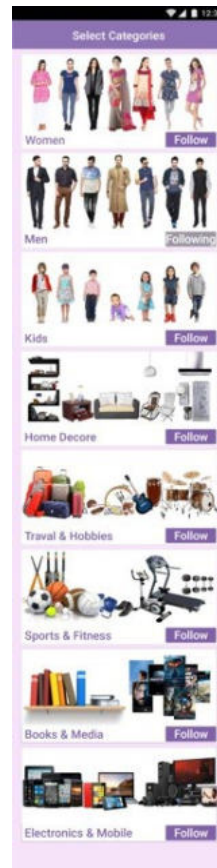


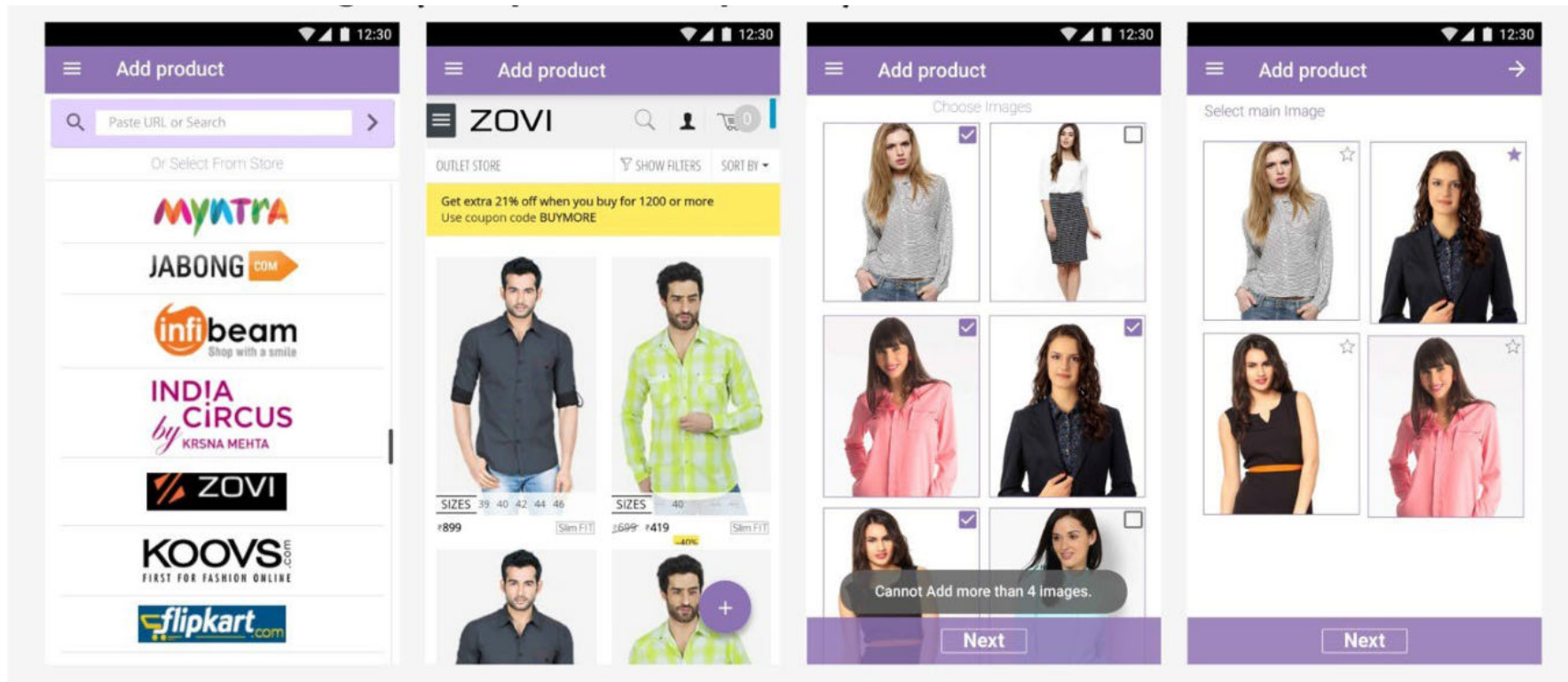


Old



New





# Takeaway

Intention to take internship in UI design was to improve visual skills. Understanding of the design guidelines followed in industry.

Improving visuals of UI maintaining the brand identity using predefined colors and style.

Internship work helped in improving software skills includes Photoshop and illustrator. It was experiential learning to work with startup .