Instashop

Desktop Website
Homepage **Redesign**

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Current Page's
UI/UX Analysis

This is a UI/UX analysis of the current homepage based on two primary factors of Usability and Aesthetics.

UX/UI Analysis

This is a UI/UX analysis of the current homepage based on two primary factors of **Usability and Aesthetics.**

The header is not appreciably prominent. The logo needs to be distinguished and highlighted. The various components (buttons and search bar) need to be consistent with the layout used in the rest of the page.
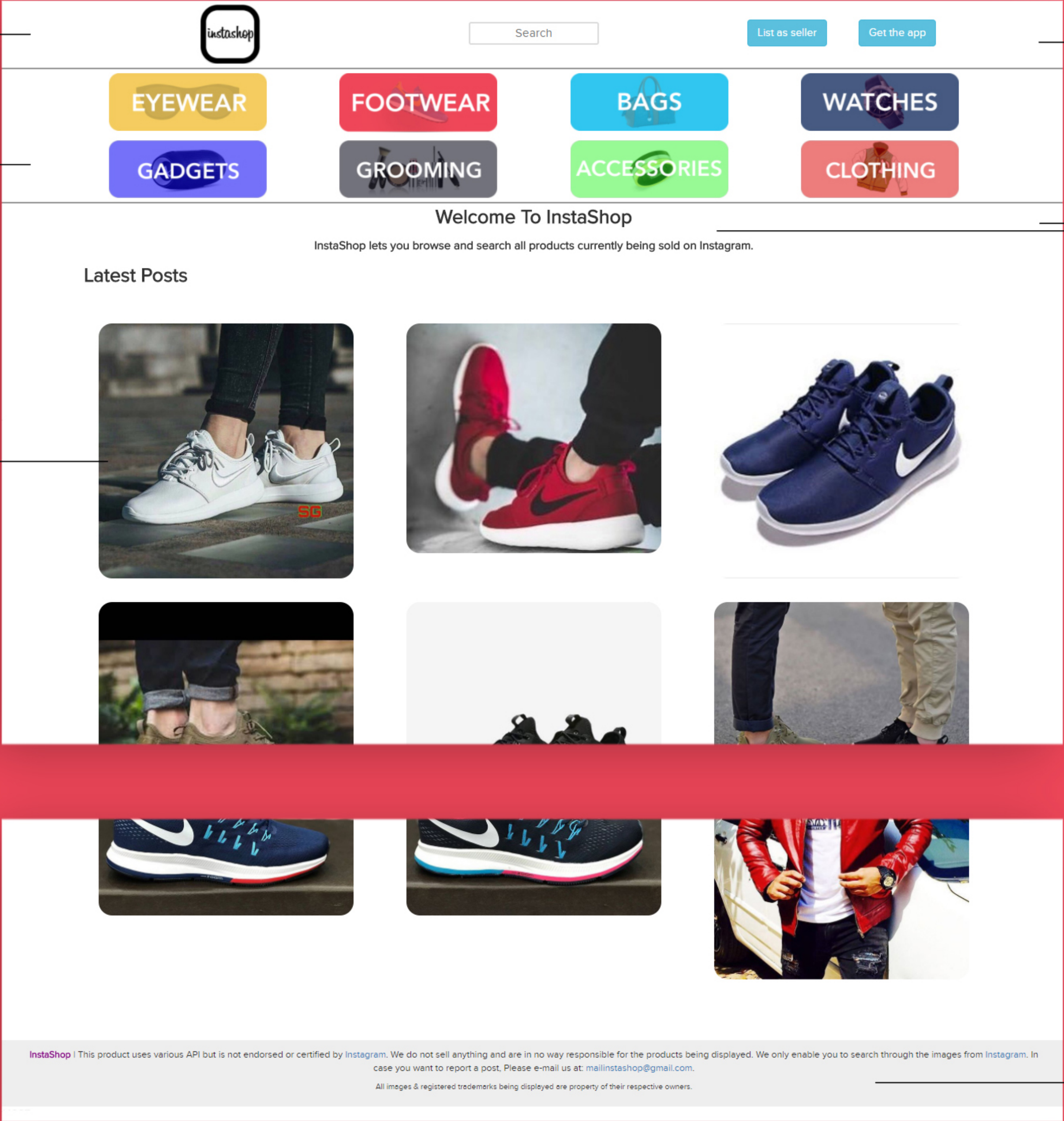
The categories' division seems to be unnecessarily scaled up and overpowering the header. The scaling is a result of using images in the background of the buttons which honestly do not serve any real purpose. Also, the aesthetics of the button are not in line with UI norms, to the extent that they don't feel clickable at all.

The curved nature of the listing frame points to an aged style of web designing. Frame sizes need to be consistently sized. Some relevant information needs be displayed along with the image, either by default or on hovering over with mouse.

The three divisions - header, categories and welcome - are not well spaced and seem unaesthetically cramped.

The welcome division needs to be scaled up owing to the unique nature of the site offering. My hypothesis is that people are still not fully aware about the site model and hence this information needs to presented with priority and more prominently.

The footer is exceedingly underequipped and missing important features like - connect with us and site policies - among other things.

Search

List as seller

Get the app

EYEWEAR

FOOTWEAR

BAGS

WATCHES

GADGETS

GROOMING

ACCESSORIES

CLOTHING

Welcome To InstaShop

InstaShop lets you browse and search all products currently being sold on Instagram.

Latest Posts

InstaShop | This product uses various API but is not endorsed or certified by Instagram. We do not sell anything and are in no way responsible for the products being displayed. We only enable you to search through the images from Instagram. In case you want to report a post, Please e-mail us at: mailinstashop@gmail.com.

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Updated
Colour Palette

The current website didn't seem to follow any particular colour palette as part of a larger style guide. So I went ahead and constructed one for it.

The palette is mostly shades of grey for its primary colours to impart a neutral value and mellow user experience. The ambient colours, however, are some bright hues to cater to the young audience base of the website.

Primary Colours

#000000

#1b1b1b

#464646

c2c1c0

#ececec

#ffffff

Ambient Colour

#f5cc60

Secondary Colours
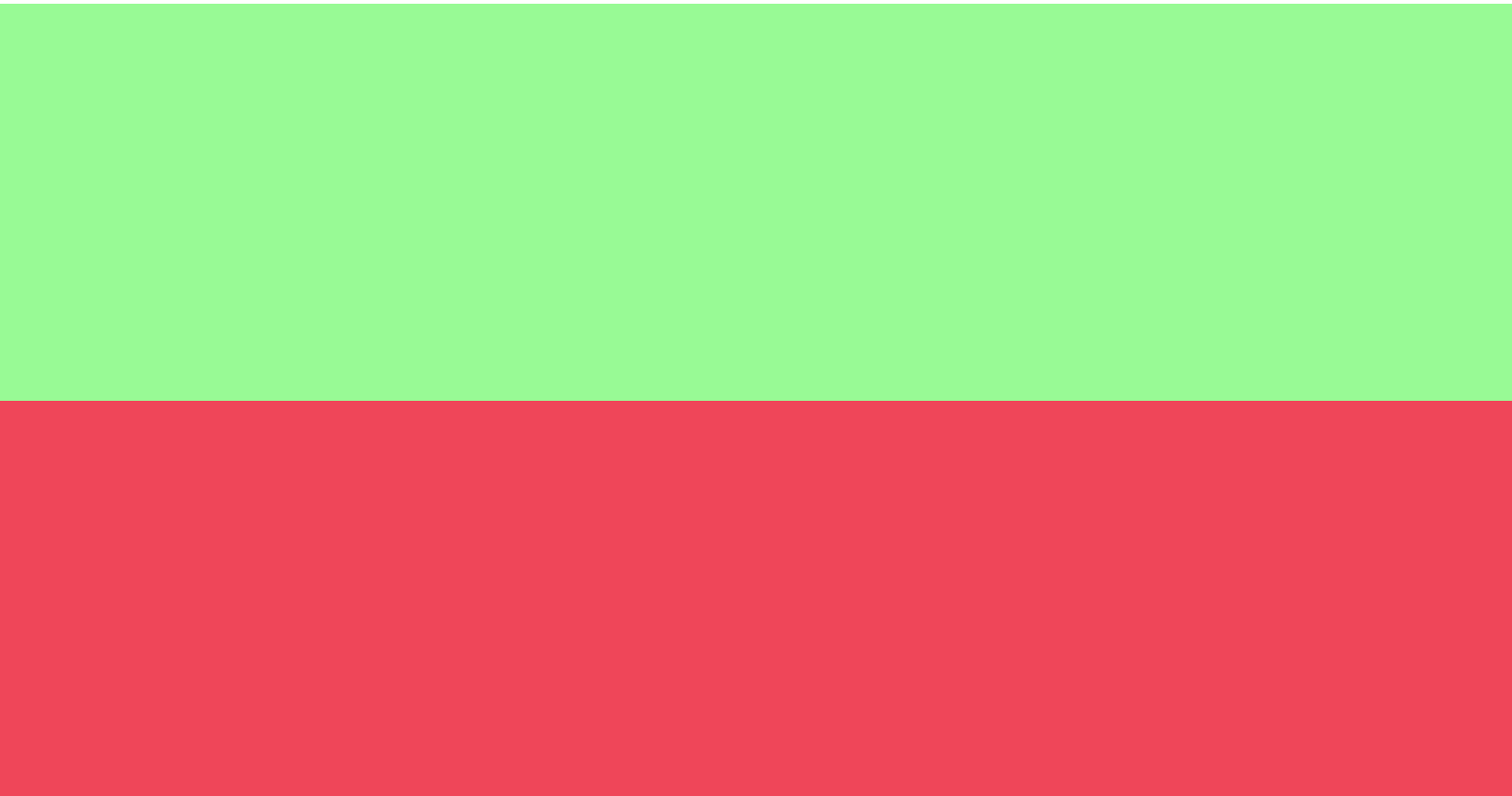
#98fa95

#ef4659

Updated
Logo

The inspiration for the current logo seemed to be taken from Instagram's logo's word mark and image mark - which made sense given the model of the website and its offering.

But the execution clearly lacked a little finish wherein the border thickness over powered the word mark.

So I've made a few tweaks to make sure the logo stays true to its original inspiration yet looks clean and professional.

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Redesigned Homepage

The following is the redesigned homepage based on the insights obtained using the UI/UX analysis, the updated colour palette and the logo edit.

Bootstrap's 12 column responsive layout guidelines have been followed to make the wire frames for the design.

Redesigned Homepage

The following is the redesigned homepage based on the insights obtained using the UI/UX analysis, the updated colour palette and the logo edit.

Updated header has been scaled properly in comparision to the categories' division. Only the wordmark of the logo is used for better visibility. Also added login buttons for sellers and buyers.

Added a carousel division to introduce users to site offerings and features.

Changed the homepage listings from 'Latest' to 'Trending' which makes more sense to a better user experience.

Added a section to show user specific reccomendation based on his browsing history.

Added a browser history section to enable users to easily find items they've recently looked at.

Updated Categories' division. Scaled down to required size.

New button designs. Seperate stylef for with and without mouse hover states.

Updated listing styles. Changed from three column structure to a four column structure and changed the frame shape and size to a more subtle aesthetic.

Added on hover feature to straightaway enquire price or to add an item to the wishlist.

Added essential footer features like 'connect with us' buttons and 'Help & Support' features.

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Search...

Login as? | SELLER | BUYER

ACCESSORIES   EYEWEAR   FOOTWEAR   BAGS   WATCHES   GADGETS   GROOMING   CLOTHING

instashop

instashop lets you browse and search all products currently being sold on Instagram.

Trending Products

Enquire Price

Recommendations For You

Your Browsing History

CONNECT WITH US

HELP & SUPPORT

FAQs
Mail
Customer Care
Site Policies

InstaShop | This product uses various API but is not endorsed or certified by Instagram. We do not sell anything and are in no way responsible for the products being displayed. We only enable you to search through the images from Instagram.

In case you want to report a post. Please e-mail us at: mailinstashop@gmail.com

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