

Joshua Rasiel

917.755.2612 | joshua.rasiel@gmail.com | www.joshuarasiel.com

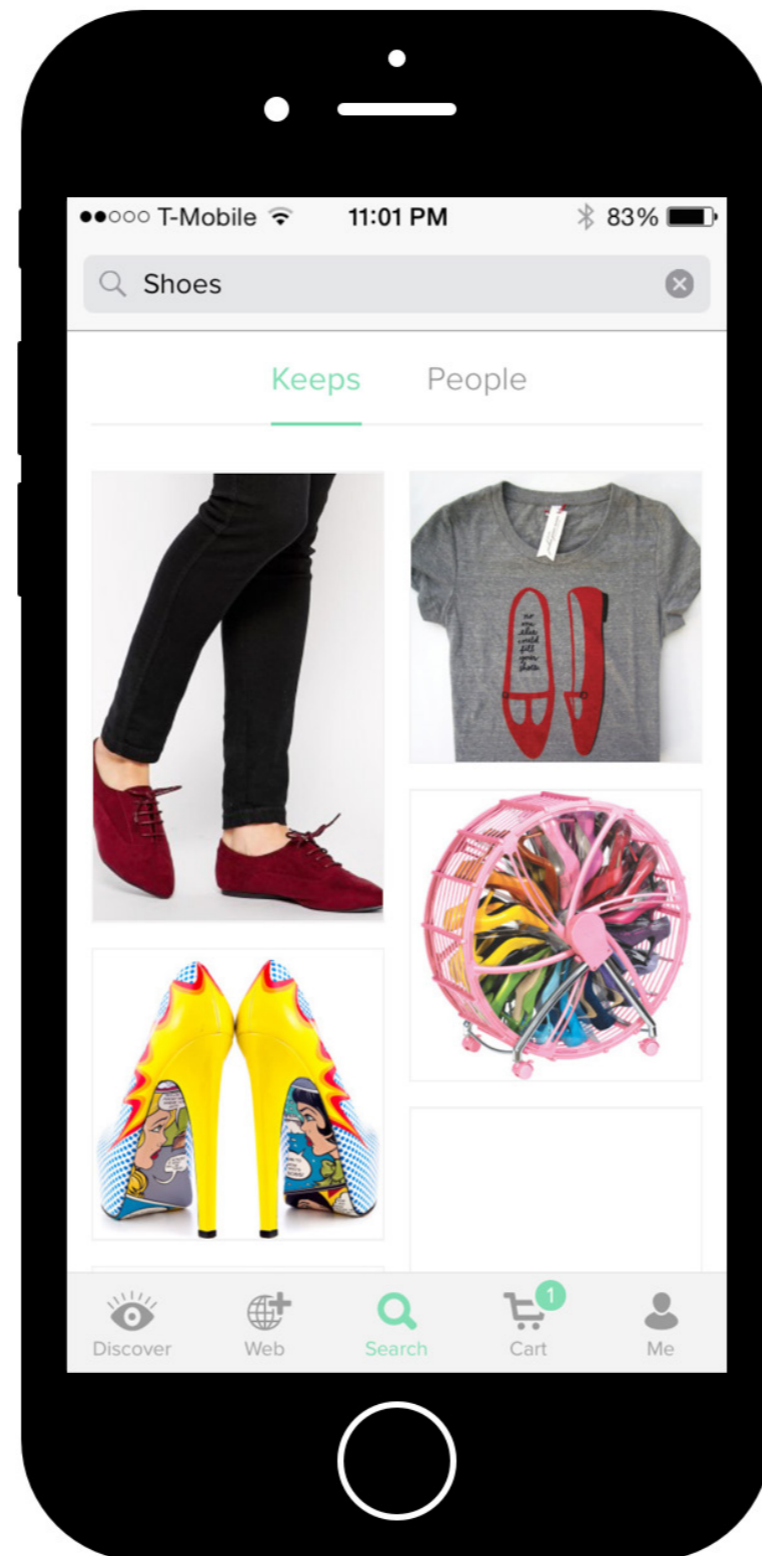
UI/UX/Interaction Design
Shopping App Search Filter

“Keep” Shopping App Original Version

Keep is a new shopping app, something of a cross between Tinder and Amazon. The experience is fun, easy, fast, and rewarding for users because the app allows you to buy an item immediately, without having to open a browser and buy from the store directly.

I was brought on to add filter functionality to their existing app. I had some latitude in how to approach this, as long as it didn't deviate from their existing visual style.

Original search results screen



“Keep” Shopping App New Version - Wireframes

It was important to make this addition fit into the existing design. I felt this could best be done with the addition of a new filter screen. Also, the existing search results screen already had a filter - Keeps vs People - but this took up valuable screen space. Moving it, along with the new filters, to their own screen would free up more space for products and allow more design flexibility.

They had originally asked only for price filtering, but I saw an opportunity to suggest a few more filters. I did some informal user research among their primary user base (young, fashionable women with money), confirmed that they’d like to see these extra filters, and got the go-ahead from the client.

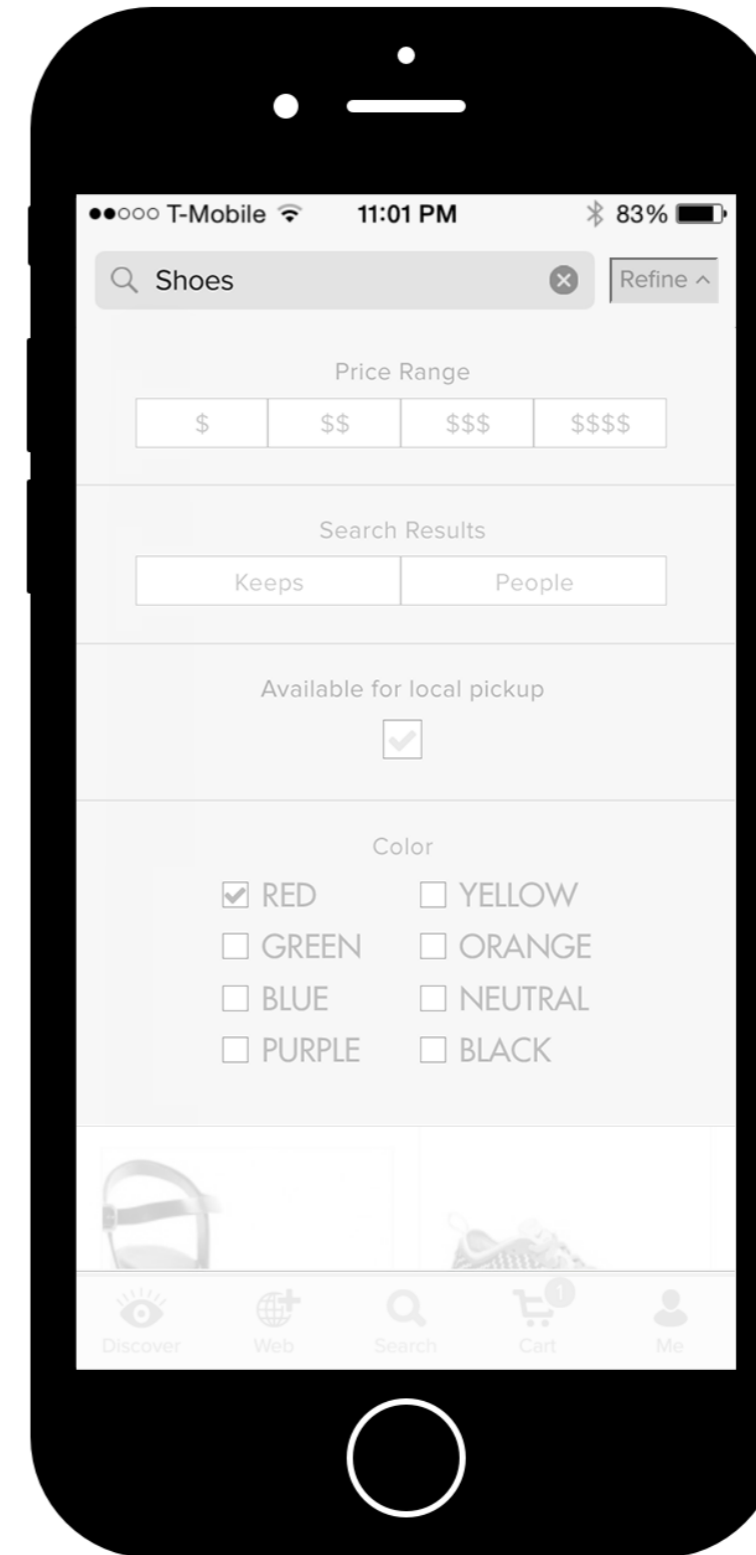
We ended up with two additional options - Local Pickup and color filtering.

To retain Keep’s approach - fun and easy - all options were kept simple. Actual price ranges would be determined on the back end (Yelp works this way), and local pickup would default to 10 miles, with the option to change this in Settings.

Wireframe - “Refine” button added



Wireframe - new “Refine” screen

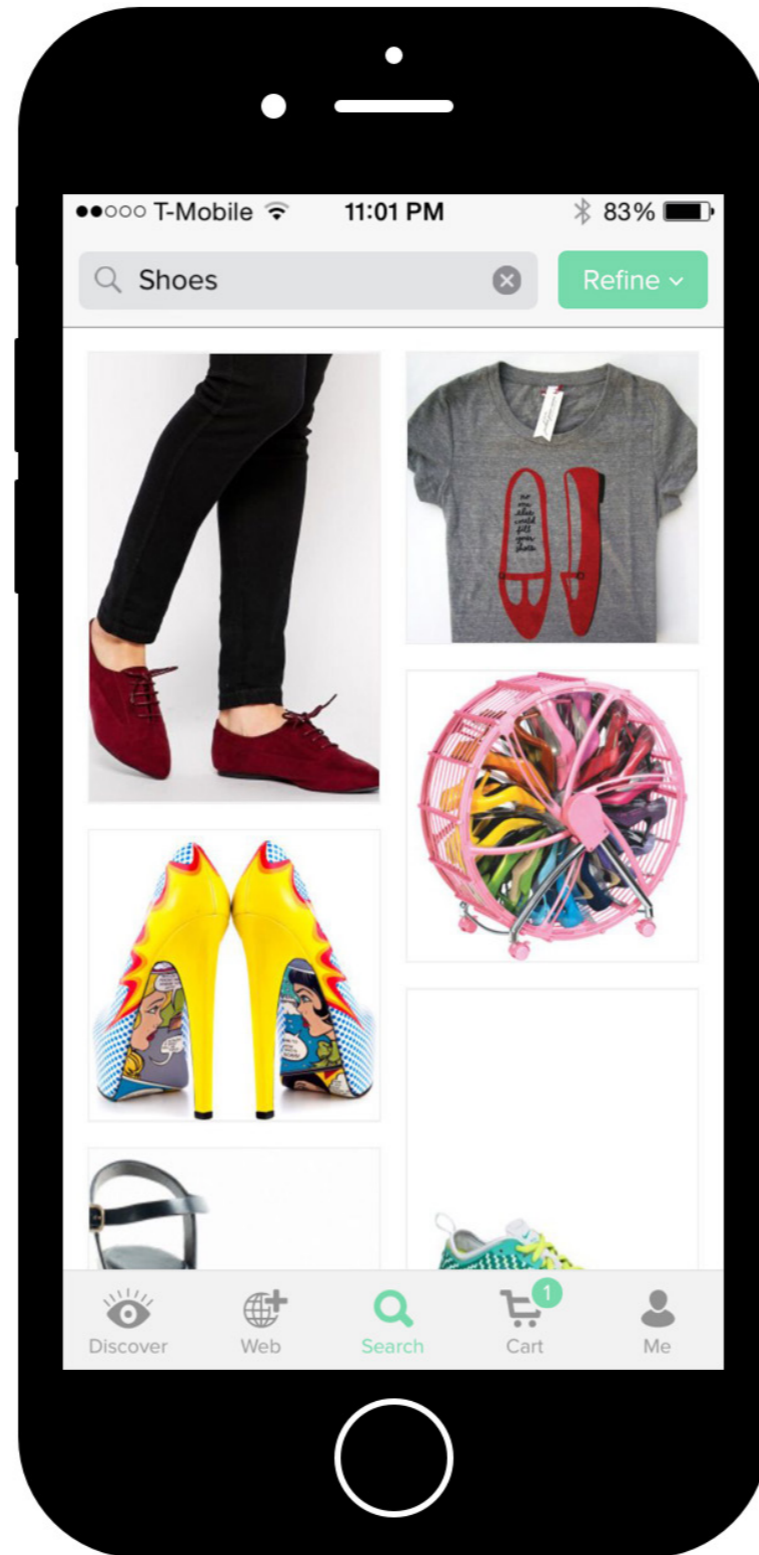


“Keep” Shopping App New Version - Final

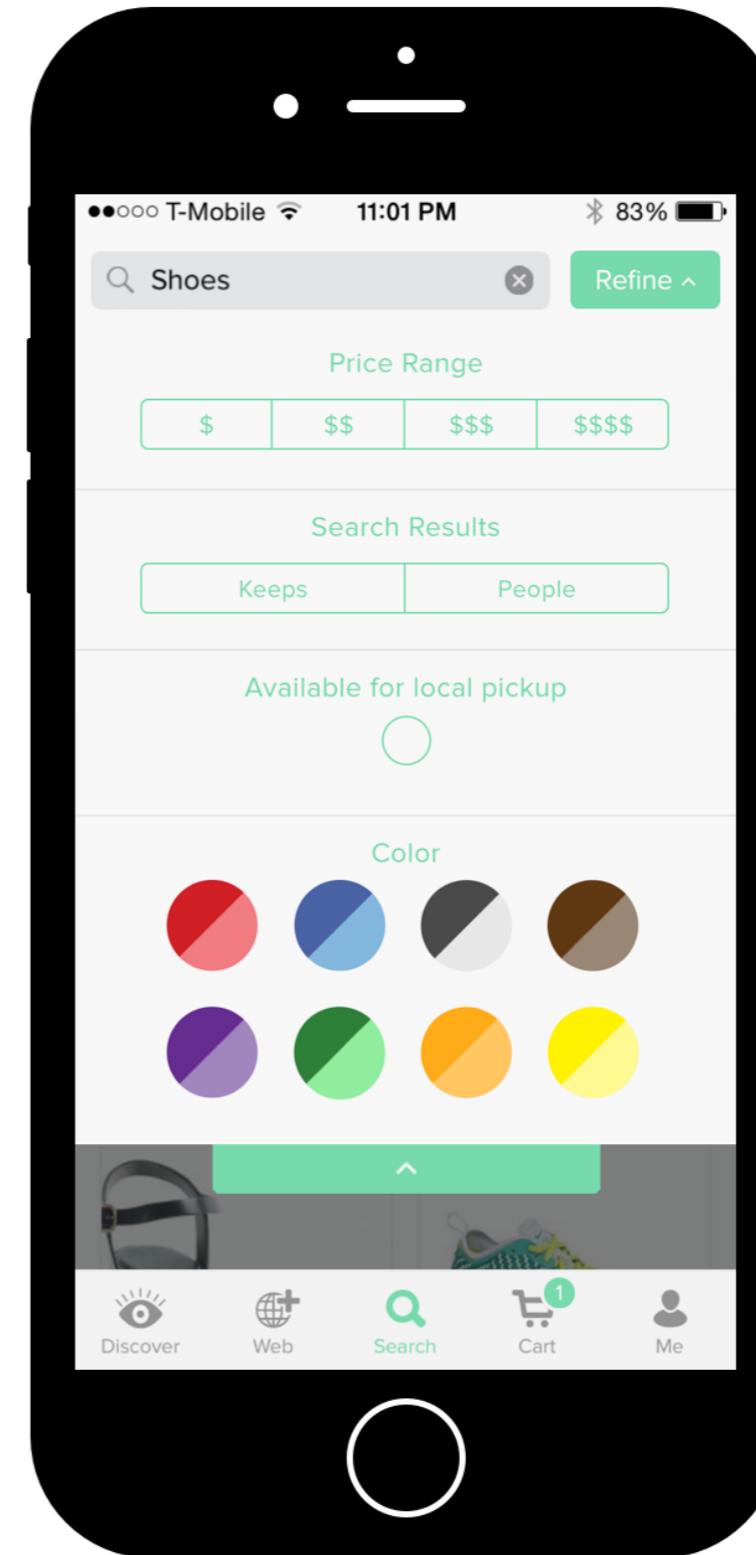
In refining the visuals for this, I wanted to make sure I adhered to both Keep’s existing brand and iOS guidelines. Fortunately, both allow for some flexibility - for example, the circle check box is fairly standard for iOS 8, but there’s no reason it can’t be green.

The color circles are also based on iOS 8 elements, but nothing like these existed in the app or brand guidelines. To me, this is an opportunity, not a barrier. If there’s no existing element, then you haven’t contradicted anything.

Original search results screen



A few options toggled



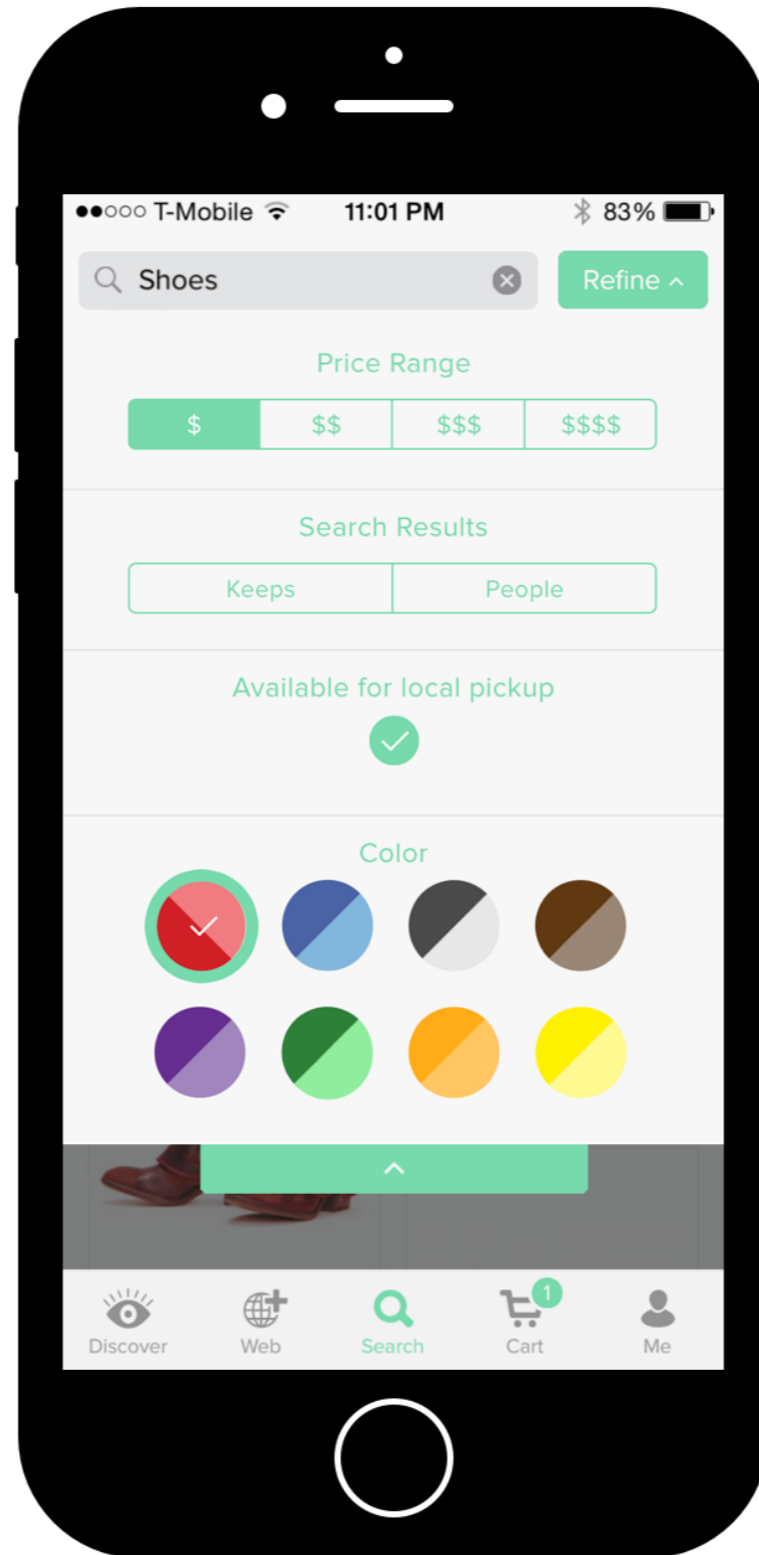
“Keep” Shopping App New Version - Active States and Interactions

Here are a few selected states, along with the red filter.

I also gave the color filters a fun little interaction, which you can see if you have the excellent Pixate prototyping app installed, and enter this URL:

pixt.io/p76ba14d71b57

A few selected states



Search results with red filter

