CasaQ

Casa + Quick, Smart Home

E-Commerce Furniture App
UI UX Case Study

Project Duration

4 Weeks 19 Screens

Tools Used

Project Overview

CasaQ is a user-friendly furniture shopping app that provides a seamless and enjoyable experience for users to browse, search, and purchase furniture with ease.

Problems

1. Half of the users struggle with the online furniture shopping process, likely due to issues such as complex navigation, lack of trust, product misrepresentation, or delivery concerns.
2. Users expect a more streamlined, intuitive, and engaging shopping journey with better filters, recommendations, and user-friendly interfaces.
3. A significant portion of users want enhanced AR features to accurately preview furniture in their space before purchasing, reducing uncertainty about size, color, and aesthetics.
4. Users often struggle with product authenticity, material quality, and durability concerns, leading to hesitation in making purchases.
5. Order product doesn't deliver on time.

Solutions

1. Improve product filters and AI-powered recommendations.
2. Implement a quality verification system (e.g., certified reviews, material details).
3. Upgrade AR tools with better real-time scaling and customization options.
4. Offer a "See in My Space" feature for better home integration.
5. Introduce better return/refund policies to boost confidence.
6. Allow users to change furniture colors, materials, and lighting in AR mode.

Design Thinking Process

1 Empathize

- User Research
- User Interview
- Qualitative & Quantitive
- Research
- Competitive Analysis

3 Ideate

- Card Sorting
- User Flow
- Information Architecture

5 Testing

- Mockups
- Usability
- Testing

2 Define

- BrainStorm
- User Persona
- Empathy Map
- User Journey Map

4 Prototype

- Color
- Typography
- Wire Frames
- Visual Design

1 Empathize

User Research

- What is your age group?

18-24
25-34
35-44
45+

- What challenges do you face when shopping for furniture online?

Sizing issues
Color or material not as expected
Difficult return policies
High shipping costs

- Where do you prefer to shop for furniture?

Online
In-store
Both

- Which features would improve your online furniture shopping experience?

Augmented Reality (AR) to visualizefurniture in your space
360-degree product images
AI-powered style recommendations
Virtual room setup & design tools

- Would you prefer financing options for expensive furniture?

Yes, I would like installment plans
No, I prefer full payments

- What is your preferred furniture style?

Modern
Minimalist
Vintage/Retro
Classic/Luxury

Empathize Phase

Quantitative Research

Quantitative research focuses on data that can be gathered by counting or measuring. Quantitative research is often based on surveys of large groups of people using numerical answers. This type of research often answers questions like: How many? How much? If you want to know how the majority of users are experiencing a product, you should use quantitative research

- What is your age group?
- Where do you prefer to shop for furniture?
- How often do you buy furniture or home décor items?
- How important is live chat support when shopping for furniture online?
- What type of furniture do you usually purchase?
- What challenges do you face when shopping for furniture online?
- How important is a flexible return policy when purchasing furniture online?
- Would you prefer financing options for expensive furniture?
- What type of furniture do you prioritize buying online?
- Would you like the app to offer interior design tips & room styling suggestions?
- How important is an Augmented Reality (AR) feature for you to preview furniture in your space?

Competative Analysis

To determine our app's strengths and potential areas for development, our competitor analysis looks at important matrices, features, and user interaction across platforms.

Features	pepperfry	IKEA	CasaQ
(UI/UX)	✗	✓	✓
Delivery Speed	✗	✗	✓
Product Visualization	✗	✓	✓
Return & Refunds	✗	✗	✓
Personalized Shopping	✗	✗	✓

Customer Support	✗	✓	✓
Offline Presence	✓	✓	✓

2 Define

User Persona 1

Name : Laxmi Patel
Age : 29
City : Mumbai
Job : Software Engineer

About

Laxmi Patel, a 29-year-old software engineer from Mumbai, is looking for a convenient and user-friendly way to shop for furniture. Given her busy schedule and tech-savvy nature, she prefers a furniture app that offers a seamless browsing experience, smart filters, and rich visuals to help her make informed decisions.

Pain Points

- Difficulty in verifying the actual quality, durability, and material of furniture.
- Complicated Shopping Experience
- Inconsistent tracking and communication on order status.

Goal

- Offer detailed material descriptions & quality certifications.
- Enhanced AR view with real-time scaling & customization.
- Easy return policies with hassle-free pickup services.

User Persona 2

Name : Rahul Sahu
Age : 35
City : Banglore
Job : Account Manager

About

Rahul Sahu, a 35-year-old Account Manager from Bangalore, is looking for the perfect furniture shopping experience that aligns with his professional and personal lifestyle. Given his busy work schedule, he values efficiency, convenience, and high-quality products. For his living space, he might look for modern yet durable furniture that complements his taste for sophistication and comfort.

Pain Points

- Misleading product images and descriptions.
- Fake reviews affecting purchase decisions.
- AR/3D features are not accurate or easy to use.

Goal

- Implement verified product reviews & real customer images.
- Advanced search filters & smart sorting based on user preferences.
- Transparent shipping costs and estimated delivery times before checkout.

Empathy Map 1

Say

- I don't trust online furniture quality.
- She says Is this wood really solid, or just cheap material?
- The pictures look great, but what if it's not the same in real life?

Think

- Is this price worth it, or should I wait for a sale?
- Will this match my existing furniture?
- What if the assembly is too difficult?
- Do I trust this brand or should I just go to a store?

Does

- Spends hours reading reviews.
- Compares prices across multiple websites.
- Adds items to the cart but hesitates to check out.
- Hesitates to purchase because of uncertain return policies.

Feel

- Hopeful about buying the perfect furniture for their home.
- Curious about how a product will look in their space.
- Overwhelmed if too many options are displayed without proper filters.
- Happy when they get an exclusive discount.

■ Empathy Map 2

Say

- She wish she could see how this fits in her home before buying.
- Returning furniture is such a hassle!
- she prefer solid wood or premium materials.

Think

- Will this furniture remain trendy for years?
- What if the color is slightly different in real life?
- Is it worth the premium price?
- Should I buy second-hand instead?

Does

- Compares prices across multiple websites.
- Reads only the "negative reviews" to check for flaws.
- Adds items to the cart but hesitates to check out.
- Waits for seasonal sales or discounts.

Feel

- Satisfied if multiple payment options are available.
- Relieved when checkout is fast and smooth.
- Satisfied when return/refund policies are simple.
- Reassured by real-time tracking updates.
- Anxious if no updates on shipping are provided.

■ User Journey Map

Stage	Cutomer Action	Touch Point	User Experience	Pain Point	Business Goal
Awareness	Browses social media, searches online Gets recommendations from friends Visits competitor websites	Social Media (Instagram, Pinterest, YouTube) Google Search Ads Word-of-mouth Competitor websites	🤔	Overwhelmed by too many options Unclear about quality and pricing	Attract potential customers Create brand awareness Engage users with ads & content
Onboarding	Downloads the app Signs up via email/social Sets preferences (style, budget) Skips or completes tutorial	App Store / Play Store Signup/Login page Personalization settings Onboarding tutorial	😊	Lengthy or forced signup Confusing UI/UX Skipping onboarding leads to confusion later	Improve retention Personalize user experience Introduce key features
Verification	Reads customer reviews & ratings Checks material specifications Looks for warranty/return policy Searches for brand reputation online	Product review section Customer Q&A Trust badges (certifications, warranties) Social media & external reviews	🧐	Fear of low-quality products Concerns about return policies Hard to verify material quality online	Gain customer trust Reduce purchase hesitation Improve credibility with verified reviews
Consideration	Adds items to Wishlist/cart Checks delivery time & cost Compares prices Looks for discounts or EMI options Reads return policy	Wishlist & cart Price comparison tools Discount notifications Shipping details	😐	High shipping fees Hidden costs during checkout Unclear return/ exchange policy	Convert interest into purchase Build trust with transparent pricing Offer financing options
Decision	Proceeds to checkout Selects payment method Applies discounts/coupons Places order Receives confirmation email	Checkout page Payment gateway Order confirmation page Email/ SMS notifications	🙂	Complicated checkout process Limited payment options Fear of post-purchase issues	Ensure smooth checkout Provide secure payment options Upsell related products

3 Ideate

Card Sorting

Home Screen

- Search Bar
- Notifications
- Featured Item
- Popular Categories
- Personalized Recommendations
- Trending Discounts & Offers
- Best-Selling Products

Product Details

- High-Quality Product Images & Videos
- 360° View & AR Visualization
- Product Descriptions
- Material, Dimensions & Specifications
- Customer Reviews & Ratings
- "Compare" Feature

Search & Filters

- Search Bar with Auto-Suggestions & Voice Search
- Filters by Price, Category, Material, Color, Brand, Size, etc.
- Sorting Options (Price, Best Rated, Popularity, New Arrivals, etc.)
- Recently Viewed Items & Saved Searches

Wishlist & Cart

Checkout & Payment

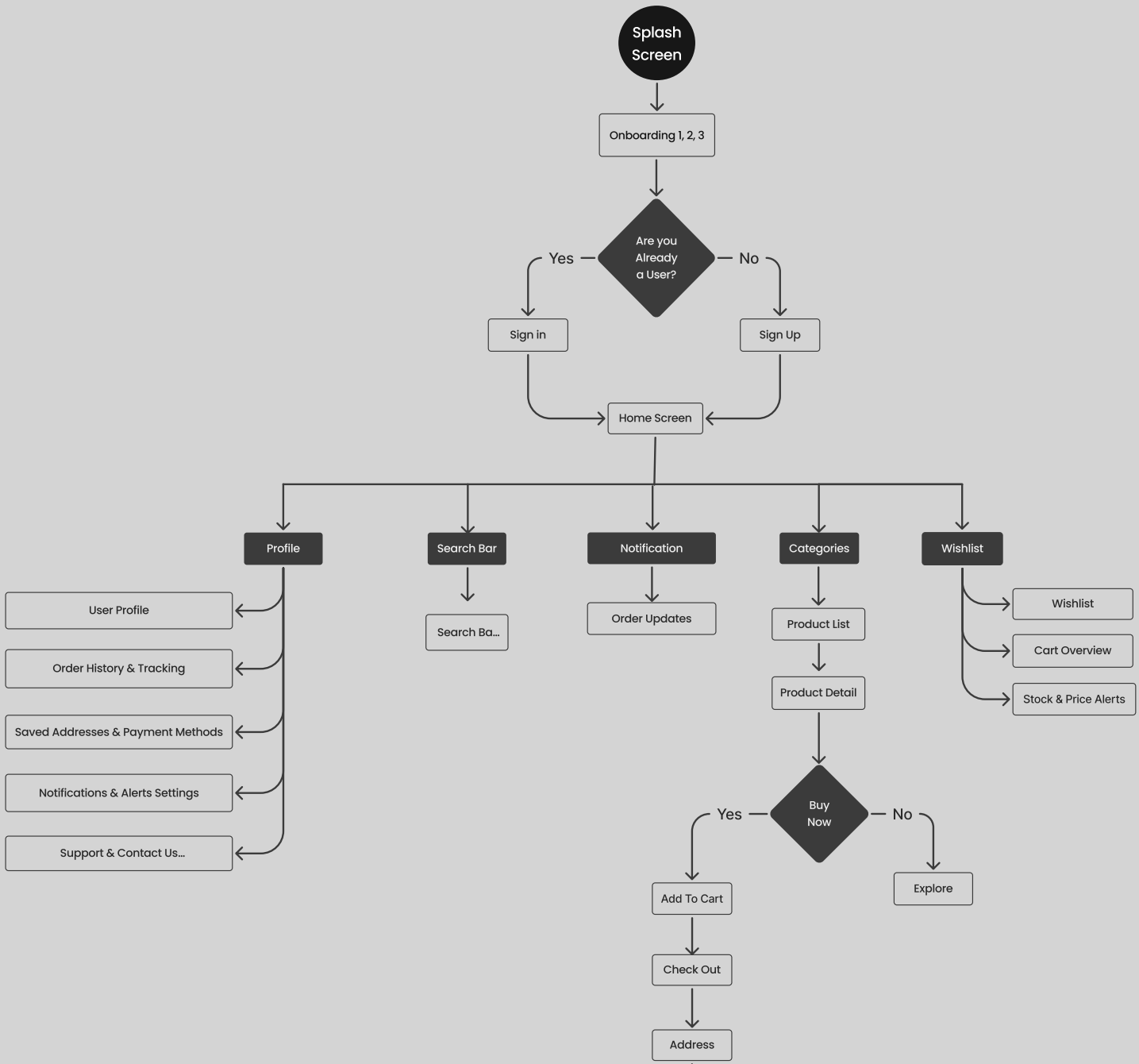
Profile

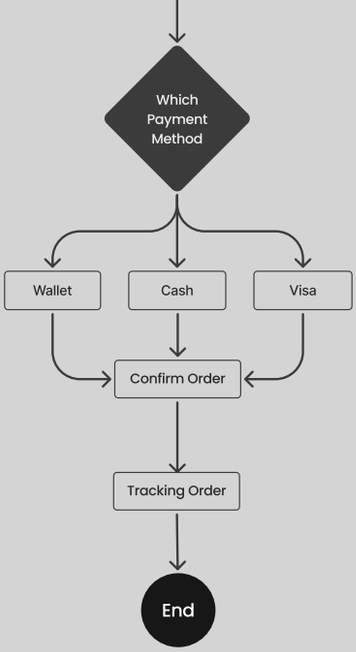
- Wishlist
- Cart Overview
- Stock & Price Alerts

- Guest Checkout & Sign-In Options
- Multiple Payment Methods (Cards, UPI, Wallets, EMI, etc.)
- Delivery Date Estimates & Address Selection
- Promo Code & Discount Application
- Order Summary & Final Confirmation

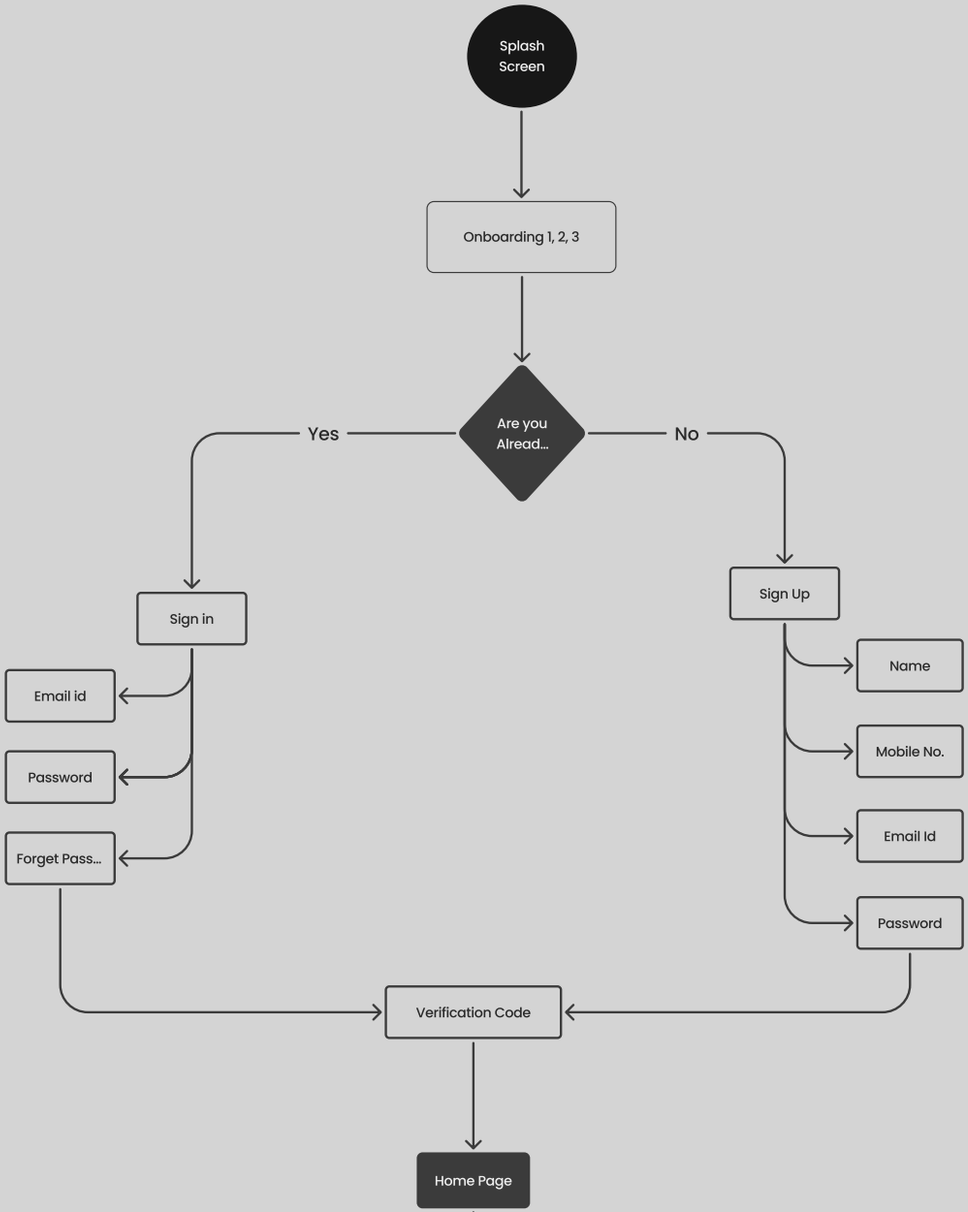
- User Profile
- Order History & Tracking
- Saved Addresses & Payment Methods
- Notifications & Alerts Settings
- Support & Contact Us
- Settings
- Shipping and Delivery
- Logout

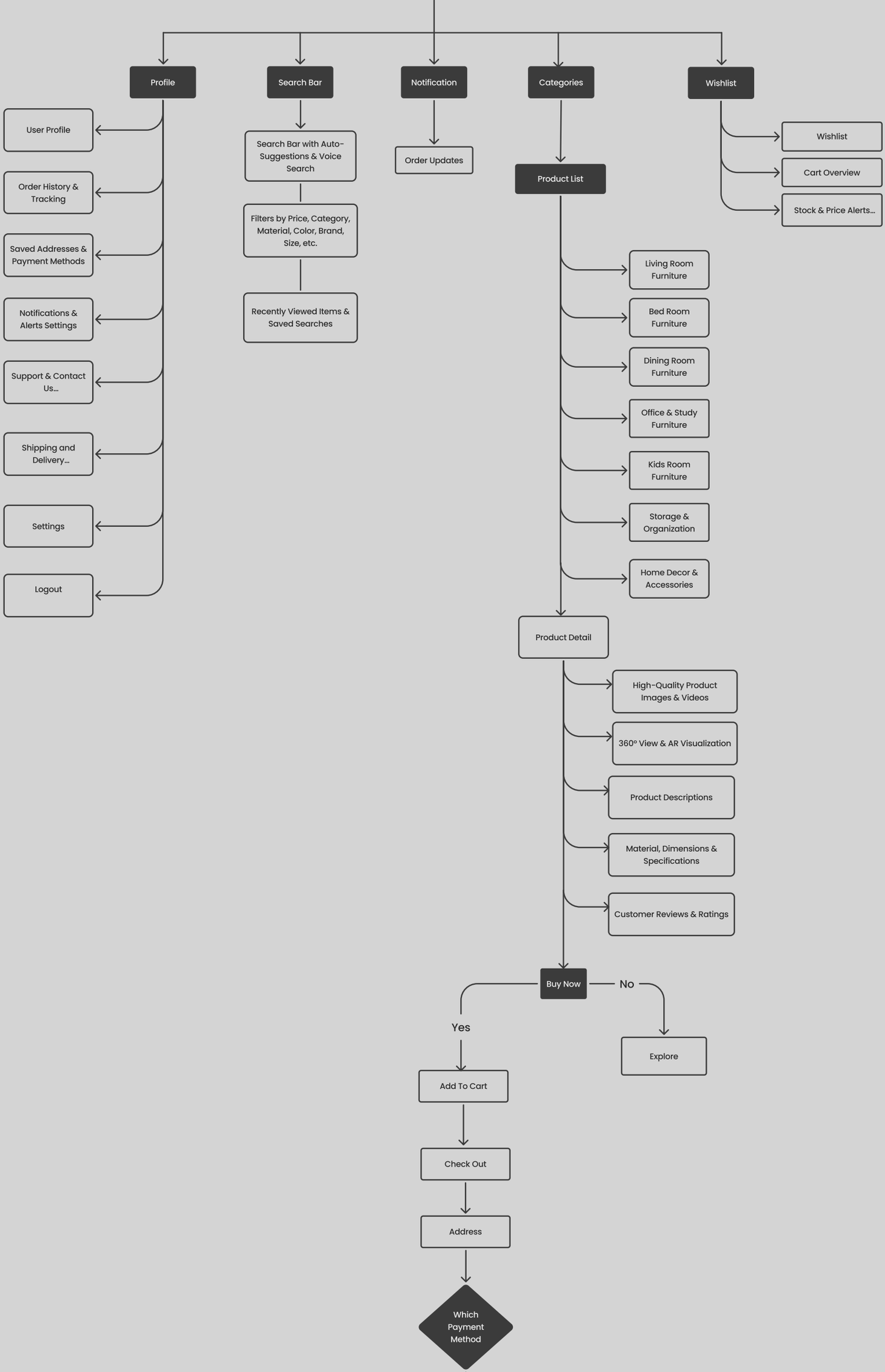
User Flow





Information Architecture




Profile
Search Bar
Notification
Categories
Wishlist
User Profile
Order History & Tracking
Saved Addresses & Payment Methods
Notifications & Alerts Settings
Support & Contact Us...
Shipping and Delivery...
Settings
Logout
Search Bar with Auto-Suggestions & Voice Search
Filters by Price, Category, Material, Color, Brand, Size, etc.
Recently Viewed Items & Saved Searches
Order Updates
Product List
Living Room Furniture
Bed Room Furniture
Dining Room Furniture
Office & Study Furniture
Kids Room Furniture
Storage & Organization
Home Decor & Accessories
Product Detail
High-Quality Product Images & Videos
360° View & AR Visualization
Product Descriptions
Material, Dimensions & Specifications
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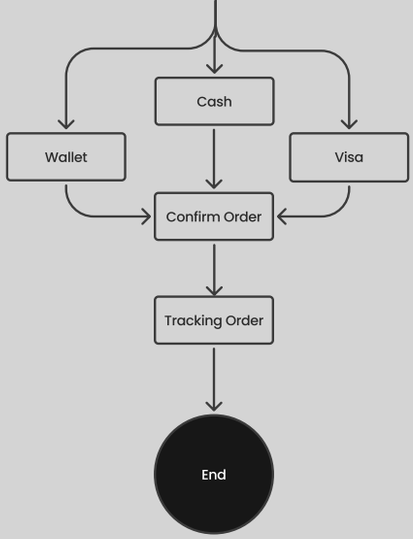
Wishlist
Cart Overview
Stock & Price Alerts...



4 Prototype

Style Guide

Colours

Primary

#8B5E3B

Accent

#B88D57

Text Colour

#311C17

Grey Scale

#F7F7F7

#EDEDED

#ADADAD

#676767

Typography

Aa Aa Aa

Font type

Bold

Regular

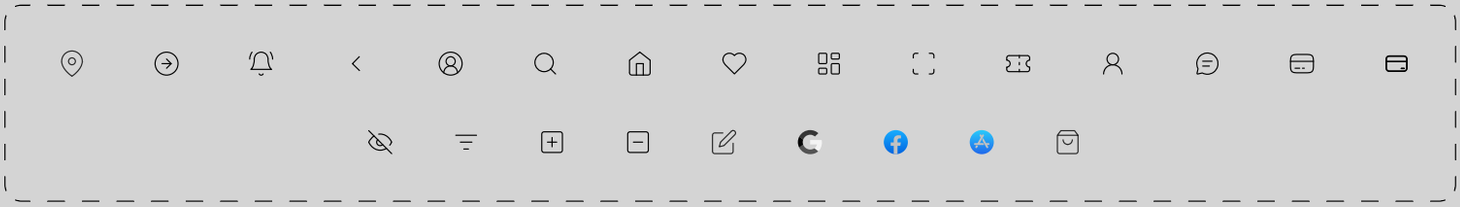
Poppins

Medium

Semibold

Poppins has a geometric, clean, and contemporary design, making it perfect for a modern e-commerce experience.

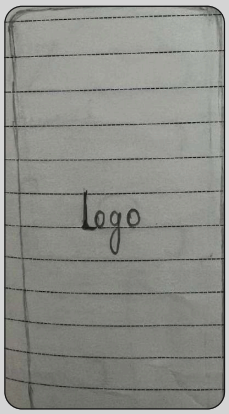
Icons

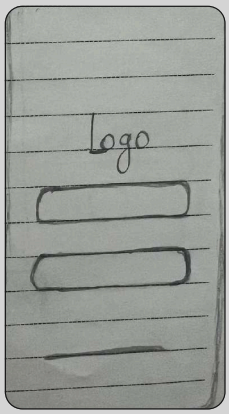


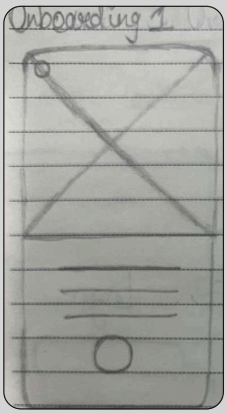
Components

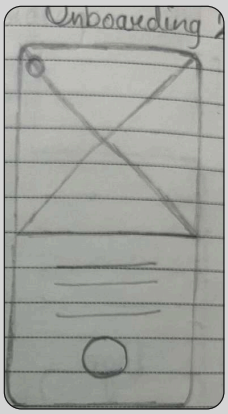
Wire Frames

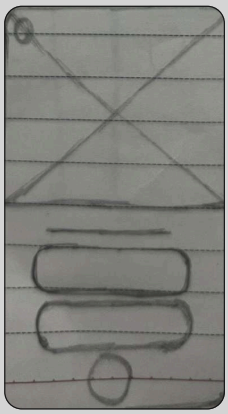
Low Fedility

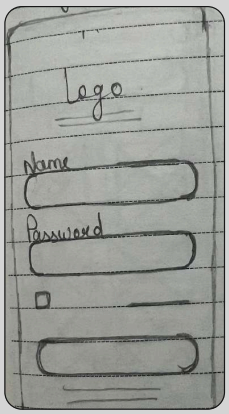


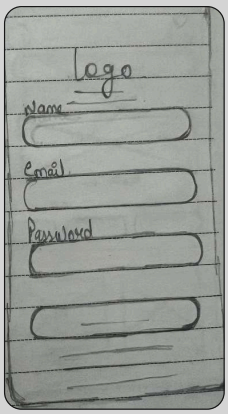


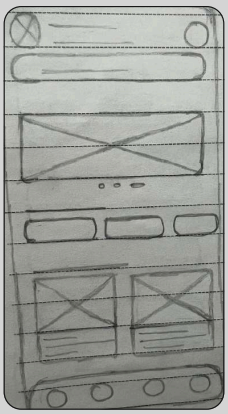


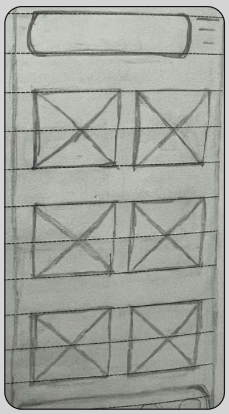


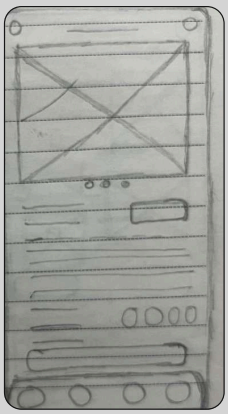


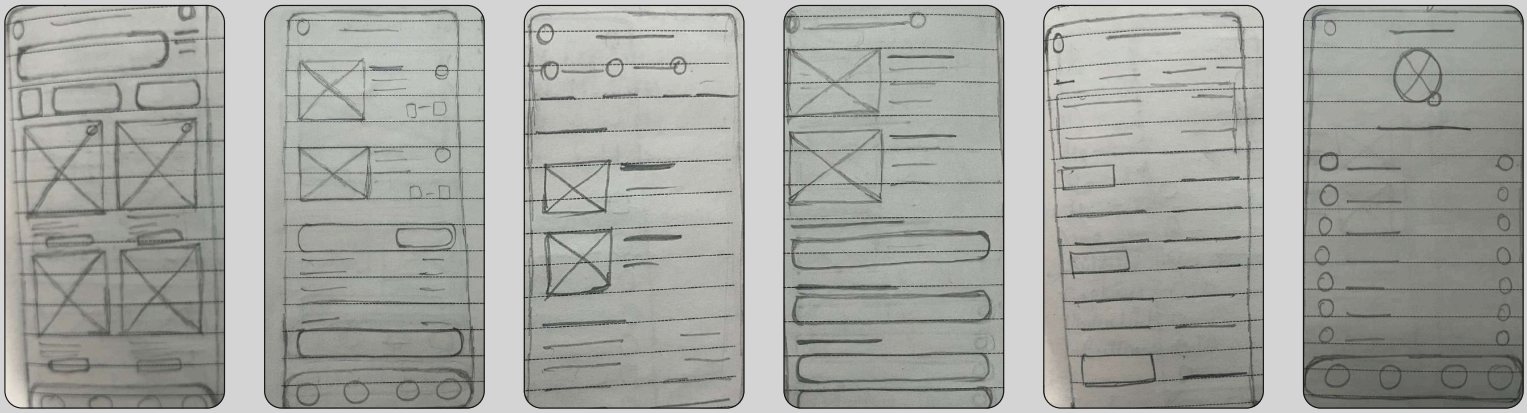




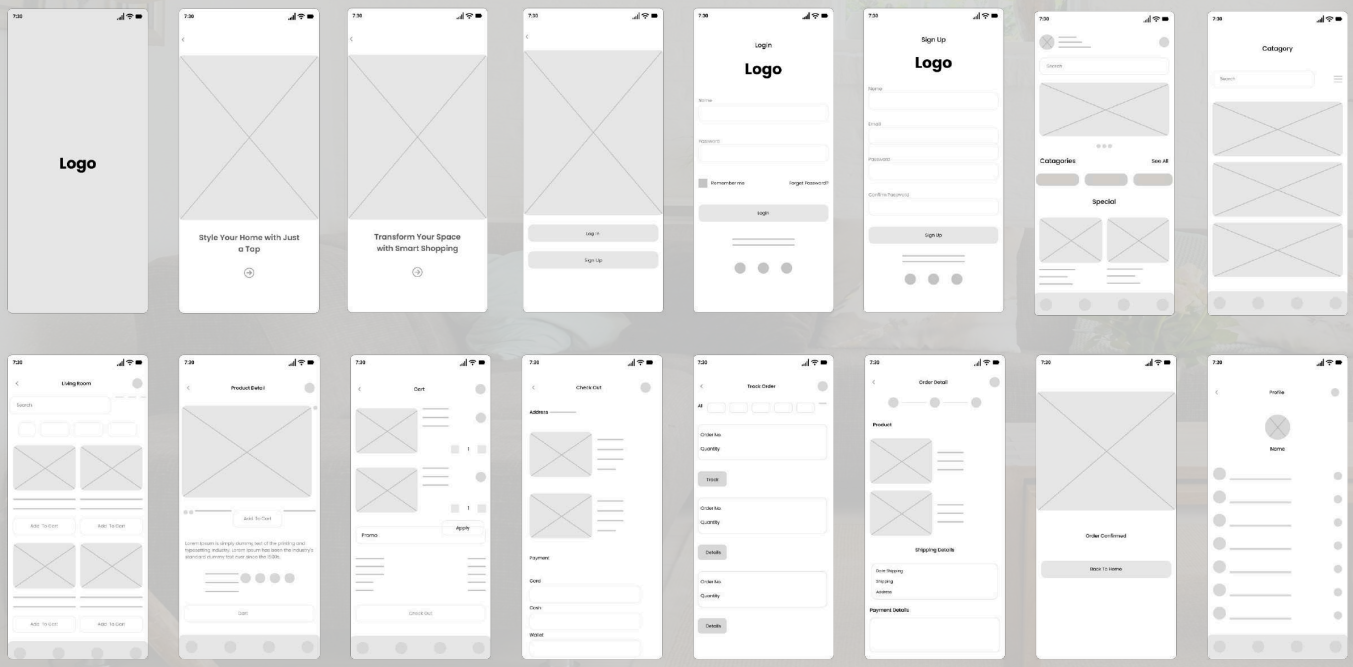








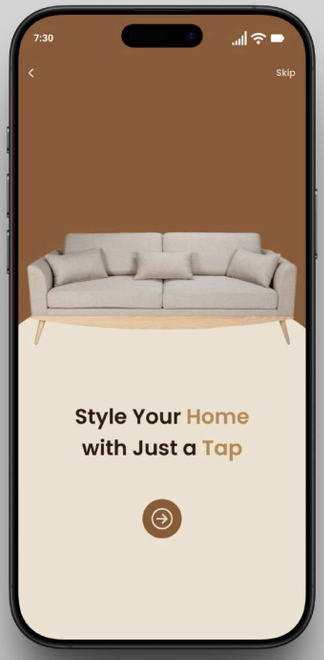
Medium Fedility

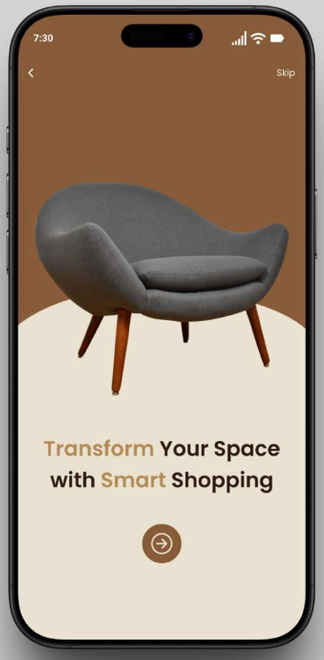


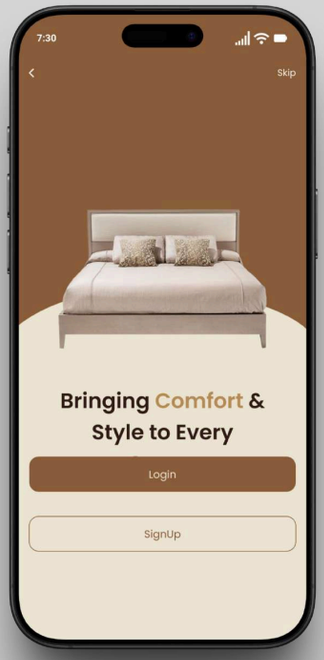
High Fedility Wire Frames

Splash

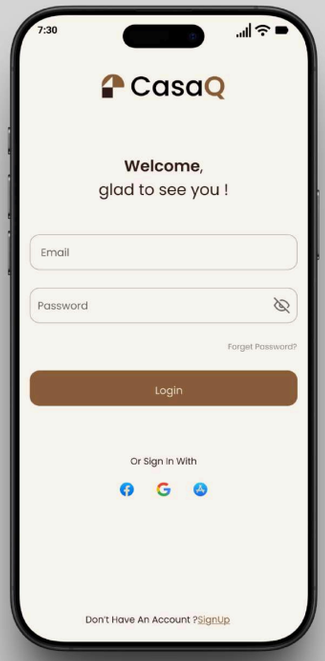
Onboarding







Registration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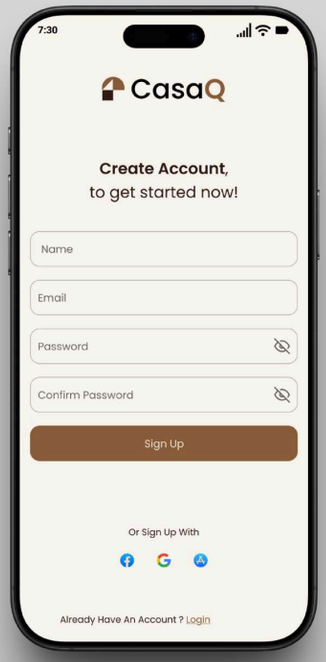
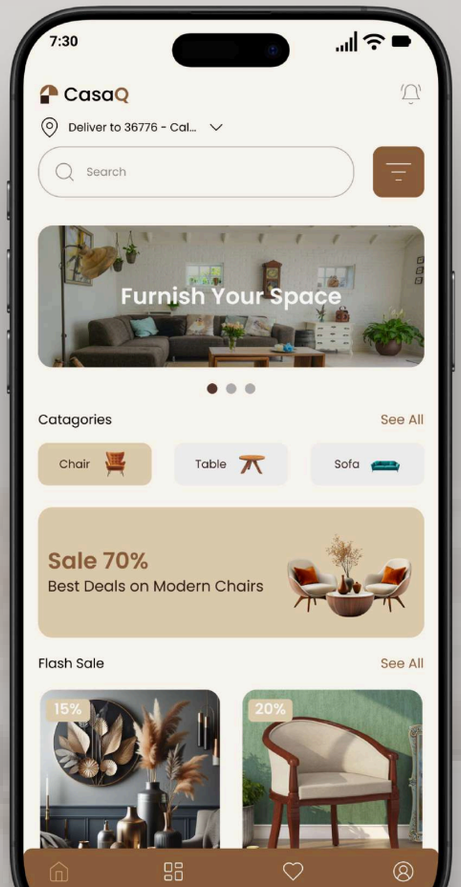
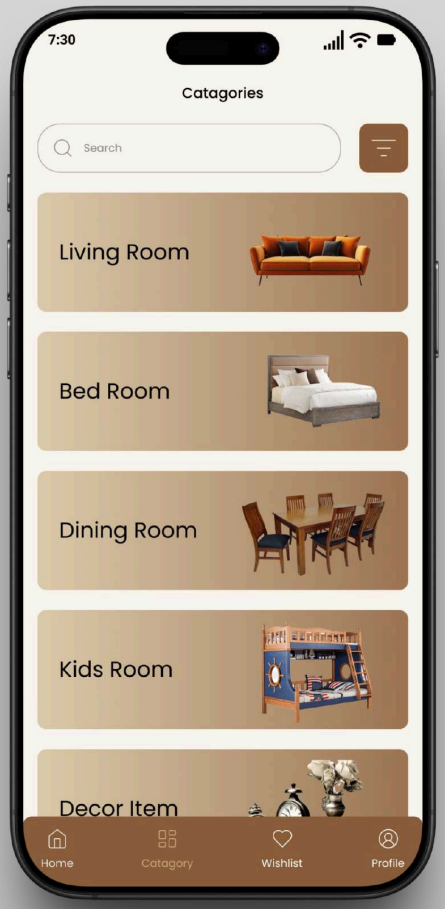
CasaQ
Welcome,
glad to see you !
Email
Password
Forget Password?
Login
Or Sign In With
Don't Have An Account ?SignUp

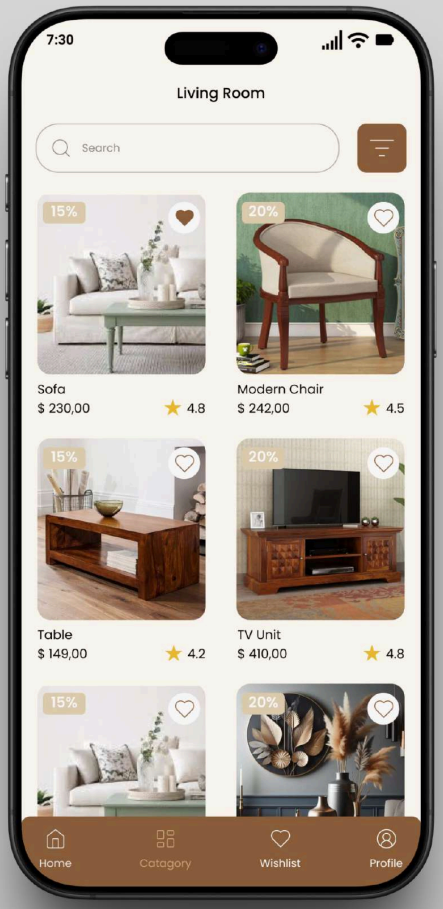

7:30
CasaQ
Create Account,
to get started now!
Name
Email
Password
Confirm Password
Sign Up
Or Sign Up With
Already Have An Account ? Login

Home Screen

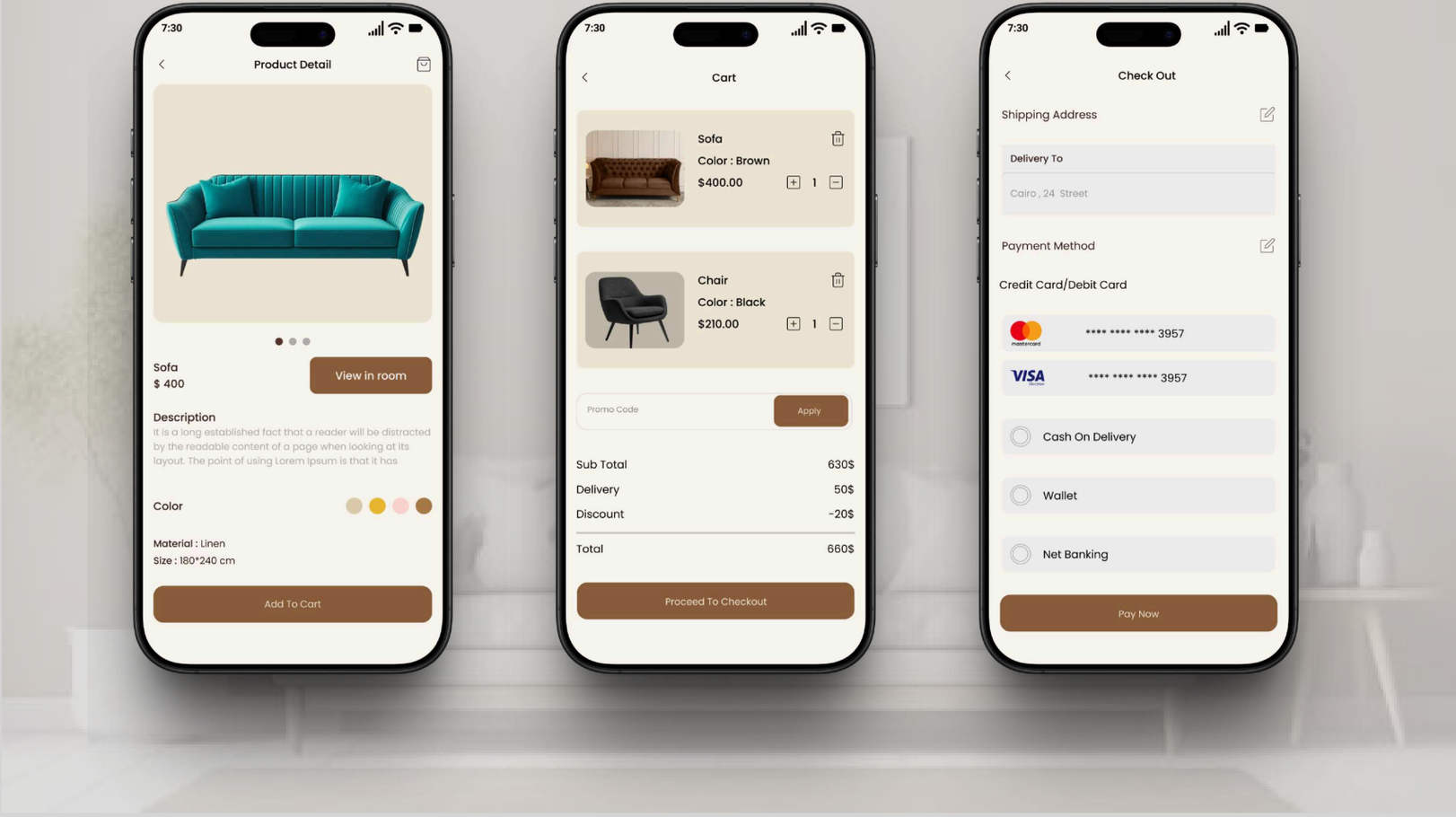

7:30
CasaQ
Deliver to 36776 - Cal...
Search
Furnish Your Space
Catagories
See All
Chair
Table
Sofa
Sale 70%
Best Deals on Modern Chairs
Flash Sale
See All
15%
20%

Catagory

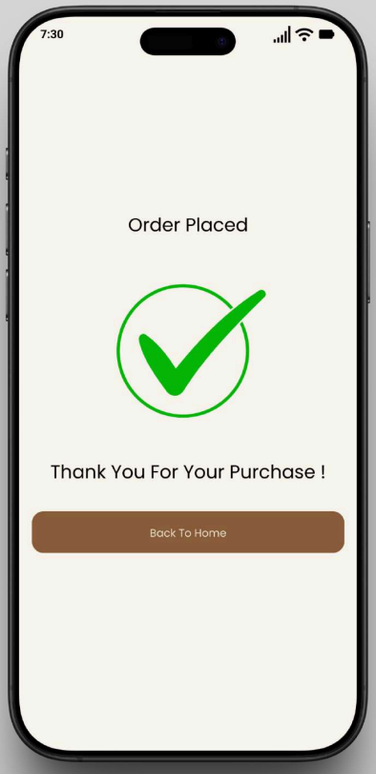




Product Detail

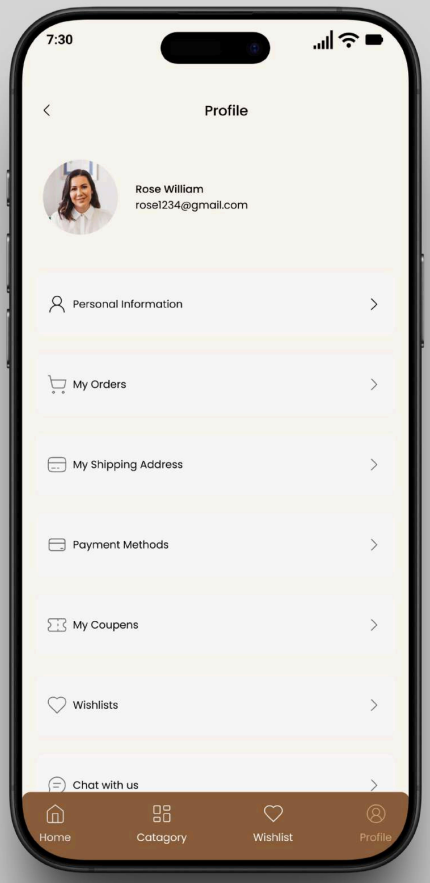


Order Confirm



AR View

Profile



Thank You For Scrolling! 🙂