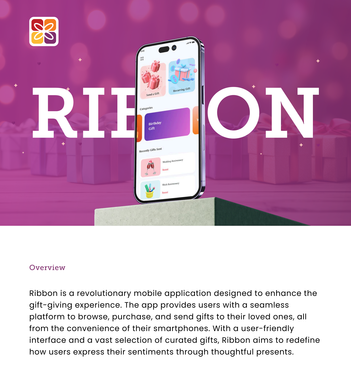


RIBBON

Overview

Ribbon is a revolutionary mobile application designed to enhance the gift-giving experience. The app provides users with a seamless platform to browse, purchase, and send gifts to their loved ones, all from the convenience of their smartphones. With a user-friendly interface and a vast selection of curated gifts, Ribbon aims to redefine how users express their sentiments through thoughtful presents.

Problems we identified

Traditional online gift shopping involves navigating multiple websites, creating accounts, and dealing with various checkout processes. This fragmentation often leads to a cumbersome and time-consuming experience for users.

Many existing platforms lack robust personalization features, limiting users' ability to add a unique and thoughtful touch to their gifts.

Reliability and timeliness are crucial in gift-giving. Issues such as delayed deliveries and lack of tracking options can undermine the overall experience for both the sender and the recipient.

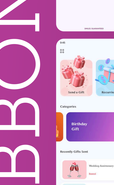
Solutions we offered

Ribbon consolidates the gift-buying process into a single, user-friendly platform. Users can seamlessly browse a diverse range of gifts, add them to their cart, and complete the purchase with just a few clicks.

Ribbon goes beyond the ordinary by offering a range of customization features. Users can add personal messages, select wrapping styles, and even attach personalized digital cards to make their gifts truly special.

To address delivery concerns, Ribbon partners with trusted delivery services to ensure timely and secure deliveries. Users can track the progress of their gifts in real-time, providing peace of mind and a heightened sense of anticipation.

Design Process



User Research

To develop Ribbon, extensive user research was conducted to understand the preferences, pain points, and behaviors of gift buyers. Surveys, interviews, and usability testing were employed to gather valuable insights. The key findings from the research informed the app's design, features, and overall user experience, ensuring that Ribbon resonates with the needs and expectations of its target audience.

By combining innovative solutions with user-centric design, Ribbon aims to revolutionize the gift-giving landscape, providing a delightful and memorable experience for both senders and recipients.

Design System

01 Typography

Museo Slab

Aa Semibold

Aa Medium

Aa Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

02 Colors

Ribbon Mobile App

Full Preview

RIBBON

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