

UX CASE STUDY • 14 WEEKS

Shop smarter. *Personalized* by AI.

ShopSense AI is an intelligent omnichannel shopping platform that helps customers discover products faster, get personalized recommendations, and check out without friction — designed end to end by **Shrikant Batra**, Senior UX/UI Design Manager.

Designer
Shrikant Batra

Role
**Sr. UX/UI Design
Manager**

Timeline
14 weeks

Tools
Figma • FigJam • Notion



+31%

Conversion Rate

+22%

Average Order Value

-34%

Cart Abandonment

+18%

Repeat Purchase

CHAPTER 01

The Business Challenge

Why shoppers were leaving the funnel.

The existing shopping experience had grown faster than its design could keep up with. Users faced thousands of near-identical products, unreliable reviews, inconsistent sizing and a checkout that punished mobile users. The result: a 71% cart abandonment rate and a decline in repeat purchases from premium members.

My challenge was to design an experience that felt personal, guided and confident — from the first impression to post-purchase support.

THE ASK

"Design an AI-powered shopping experience that reduces friction at every step and rebuilds trust with our customers."

Customer Research

Listening before designing.

18

In-depth
interviews

420

Survey
respondents

2,000

Session replays

6

Competitor
teardowns

Personas

A

Ananya
FIRST-TIME
SHOPPER

Needs guidance
and confidence.

R

Rohan
RETURNING
CUSTOMER

Wants speed and
familiarity.

P

Priya
PREMIUM
MEMBER

Expects perks
and
personalization.

M

Marcus
CUSTOMER
SUPPORT

Needs order
visibility & tools.

Top Pain Points

01 Overwhelming catalog — too many similar products

02 Reviews are noisy and hard to trust

03 Sizing is inconsistent across brands

04 Checkout is long, especially on mobile

05 Order status is unclear after purchase

06 Returns feel like a punishment

Journey & Opportunity Map

Turning insight into design bets.

1

Discover

2

Explore

3

Compare

4

Decide

5

Purchase

6

Post-Purchase

OPPORTUNITY

AI Discovery

Personalized feeds that learn every session.

OPPORTUNITY

Conversational Shopping

An assistant that answers real questions.

OPPORTUNITY

Visual Search

Shop what you see, not what you type.

OPPORTUNITY

One-Tap Checkout

Fewer steps, higher trust, less friction.

OPPORTUNITY

Live Tracking

Proactive alerts and self-serve resolution.

OPPORTUNITY

Rewards

A loyalty program members actually love.

Information Architecture & Search

Making everything findable.

A cleaner IA

I restructured the navigation around user intent — Discover, Shop, Assistant, Orders, Rewards — and collapsed 42 top-level categories into 8 clearer entry points. Predictable and thumb-friendly.

Discover

Shop

Assistant

Orders

Rewards

Search that understands

Semantic search interprets natural queries like "*linen dress under 3000 for a summer wedding*" and returns filtered results, AI suggestions and complete-the-look bundles.

🔍 linen dress under 3000 for a summer wedding

Under ₹3,000LinenSummer

WeddingAI-picked

AI Features & Interaction Design

Where intelligence meets craft.

FEATURE

AI Shopping Assistant

A conversational helper grounded in the live catalog. Answers questions, compares items and builds looks.

FEATURE

Visual Search

Point the camera at any object to shop similar items with confidence-scored matches.

FEATURE

Smart Recommendations

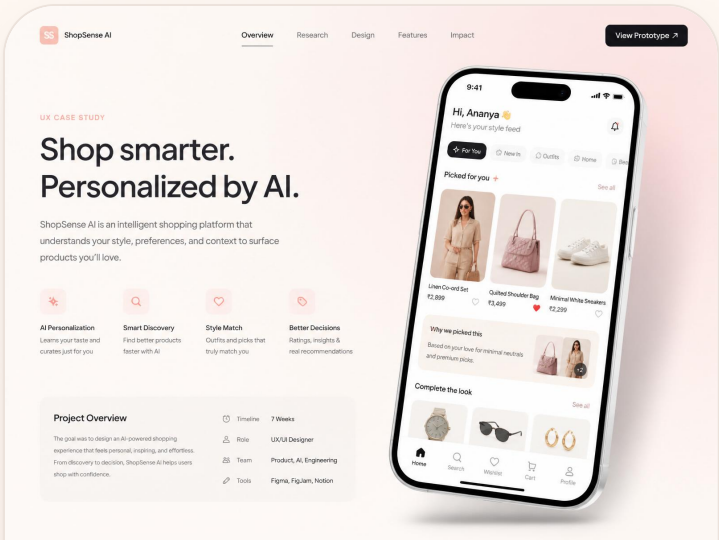
Explainable carousels: 'because you liked...' every card tells you why it's here.

FEATURE

Wishlist & Comparison

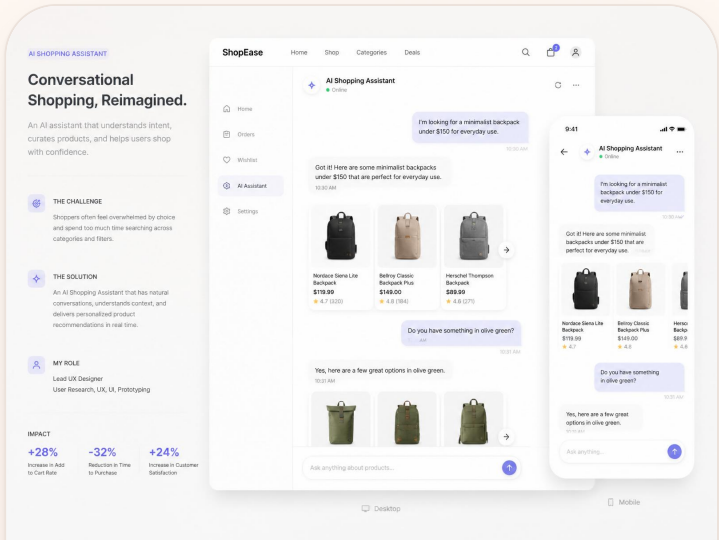
Multi-item comparison with AI-summarized pros, cons and best-for-you callouts.

Portfolio Screens



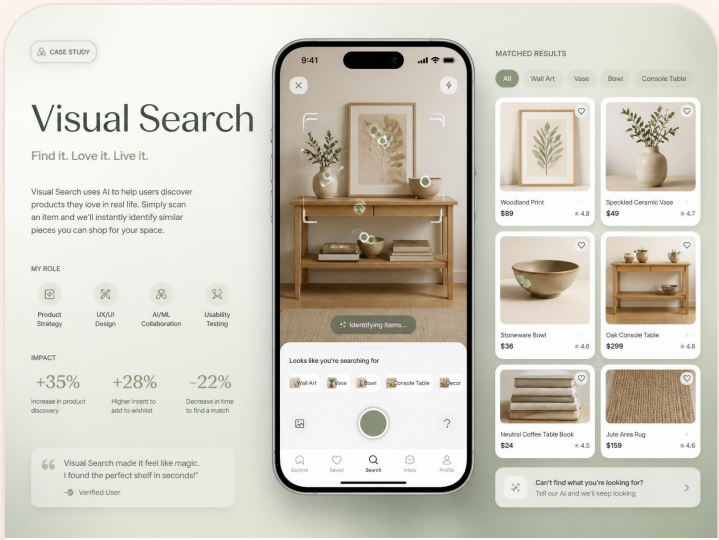
01 · Personalized Home Feed

AI-curated 'For You' shopping feed with contextual bundles.



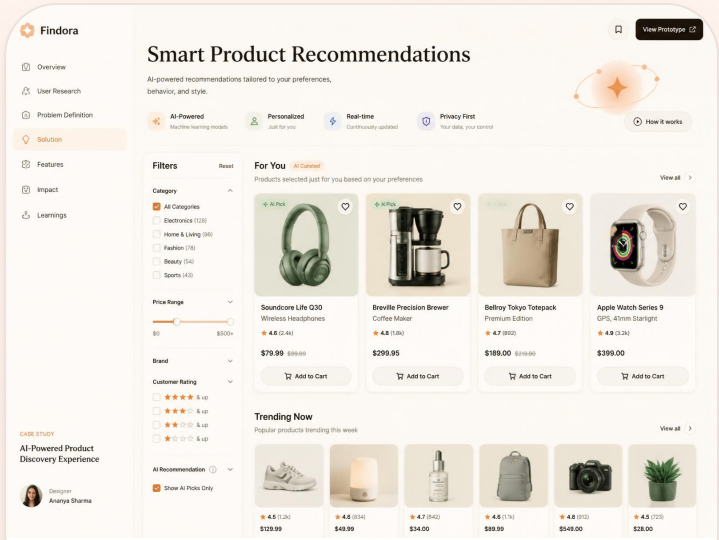
02 · AI Shopping Assistant

Conversational commerce grounded in the live catalog.



03 · Visual Search

Point-and-shop with AI object detection and match results.



04 · Smart Recommendations

Explainable product discovery with AI-picked carousels.

One-tap checkout

Reducing friction. Increasing conversion.

We streamlined the checkout experience to a single tap using Apple Pay. Fewer steps, less friction, higher trust.

Faster
One tap to pay. No manual entry or extra steps.

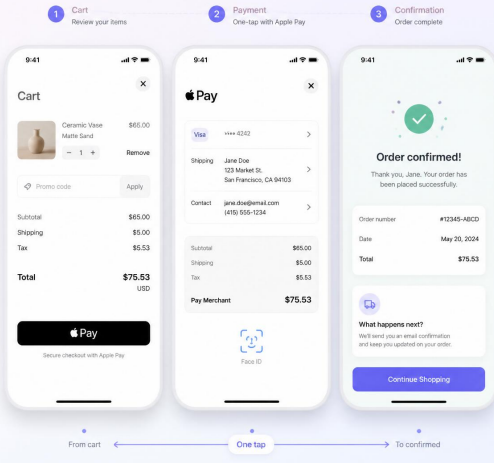
Safer
Secure, encrypted payments with Apple Pay.

Higher Conversion
Simpler checkout flow that customers love.

+23%
Increase in conversion rate

-41%
Reduction in drop-off

TOOLS 



05 · One-Tap Checkout

Frictionless payment flow — cart to confirmation in seconds.

Rewards & Order Tracking Dashboard

A unified dashboard that empowers customers to track orders in real-time and engage with the loyalty program. Designed to drive transparency, trust and long-term customer relationships.

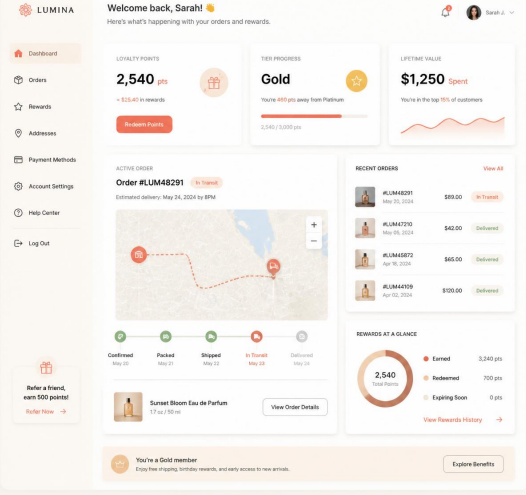
THE GOAL
Create a seamless experience for customers to track orders and manage rewards in one place.

MY ROLE
UX Research, Information Architecture, UI Design, Prototyping

THE SOLUTION
A clean, intuitive dashboard with real-time order tracking, live progress, and personalized insights to encourage engagement and repeat purchases.

IMPACT
✓ +12% increase in customer retention
✓ +28% boost in repeat purchases
✓ -18% reduction in WISMO tickets

“The new dashboard is a game changer. Everything I need is in one place and it looks beautiful!”
— Sarah J., LUMINA Buyer



06 · Rewards & Tracking

Live order tracking and loyalty dashboard for premium members.

Checkout, Orders & Returns

Removing friction end to end.

One-Tap Checkout

Cut from 6 steps to 2.
Saved addresses, wallet
support and inline
validation.

Live Tracking

Real-time map, ETA and
proactive delay alerts —
with an inline assistant.

Self-Serve Returns

QR pickup, instant refund
preview and reason-tags
that improve the catalog.

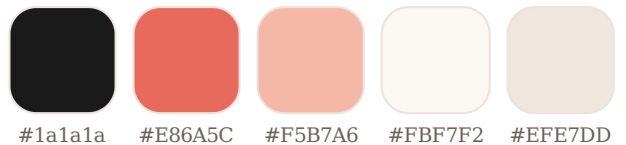
Design System · Sense DS

Consistency, accessibility, speed.

I built "Sense DS" — a full design system with tokens, 60+ components, motion primitives and shopping-specific patterns (price, rating, stock, tier). Fully themable and WCAG 2.2 AA compliant.

- ✓ 4.5:1 minimum contrast across all surfaces
- ✓ 44px minimum touch targets on mobile
- ✓ Focus-visible states and full keyboard support
- ✓ Reduced-motion variants for every animation

COLOR TOKENS



Button

Card

Chip

Tag

Modal

Toast

Sheet

Rating

Usability Testing & Outcomes

Craft, evidence and impact.

Usability testing

5 rounds of moderated testing with 30+ participants.

Task success

~~62%~~ **94%**

SUS score

~~68~~ **86**

Business impact (60 days post-launch)

+31%

Conversion Rate

+22%

Average Order Value

-34%

Cart Abandonment

+18%

Repeat Purchase

Future improvements

- AR try-on for fashion and home
- Deeper personalization for premium members
- Group shopping sessions
- Multilingual assistant coverage

ABOUT THE DESIGNER

Shrikant Batra

Senior UX/UI Design Manager · Product Designer · Design Leader

I'm a Senior UX/UI Design Manager with 18+ years of experience in digital design and 7+ years specializing in UX, UI, and enterprise product design. I design scalable, AI-powered digital products by combining user research, design systems, accessibility, and business strategy to deliver meaningful user experiences.