# Poshmark

Website Redesign Case Study - Luke Stocking & Camila Andrade

## Project Overview

Camila and I were tasked with redesigning a website that had a poorly designed user interface. Having passion for fashion myself in the past, I immediately knew where the website could be improved. Together, we set out to simplify and enhance the user experience of this online fashion resale marketplace, making it more intuitive and engaging.

## Problem

### 1. Unnecessary Social Features

Across the mobile-friendly Web, Google, Apple, and Facebook, many companies have adopted a "mobile first" approach, which has contributed meaningfully to the core goals of buying and selling.

### 2. Overwhelming Navigation

Large site navigation, user profiles, various clean types, and free shipping are all important features and not most information presented to the user at once.

### 3. Poor Use of Color & Brand

While Poshmark's brand identity features mint purple and orange hues, these colors are used sparingly across the site. Instead, an overwhelming amount of white space results in a lack of visual hierarchy and an uninspired landscape.

## Solution

To address Poshmark's distracting social features, cluttered navigation, and underutilized brand identity, we redesigned four interfaces. Camila and I reconstructed the home feed page, browsing a category, all items, and a product page.

We streamlined the main navigation, reduced unnecessary social elements, and redesigned components to better use Poshmark's brand and create better visual interest.

## Laying The Groundwork

### 1. Research & Discovery

Key UI Changes

Reorganizing the main navigation's content and hierarchy.

### 2. Wireframes

## Design System

### 1. Color Palette & Typography

When employing Poshmark's current site, I quickly realized that they didn't have a solid design system. Without a consistent foundation, the site felt cluttered and lacked visual hierarchy. Implementing a simple design system helped us establish clear rules to create visual consistency and reinforce the brand identity across all pages.

### 2. Components

## Final UI

### Home Feed - Luke

Before

After

### Category Browse - Luke

Before

After

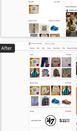
### Item Page - Camila

Before

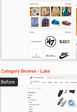
After

### User Closet (Profile) - Camila

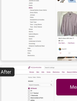
Before



After



### Footer & Introduced Pagination

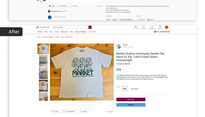



### Navigation

VIEW FIGMA PROTOTYPE

## Conclusion

Redesigning some of Poshmark's pages has given me the opportunity to explore the experience of a unique e-commerce shop. I haven't done a redesign project in a group or a while, so it was interesting to see how Camila and I could work together to implement our ideas.

By simplifying navigation, reducing distractions in navigation, and reinforcing the brand's visual identity, we created a more intuitive interface that better supports users' goals of buying and selling.

THANKS FOR READING!