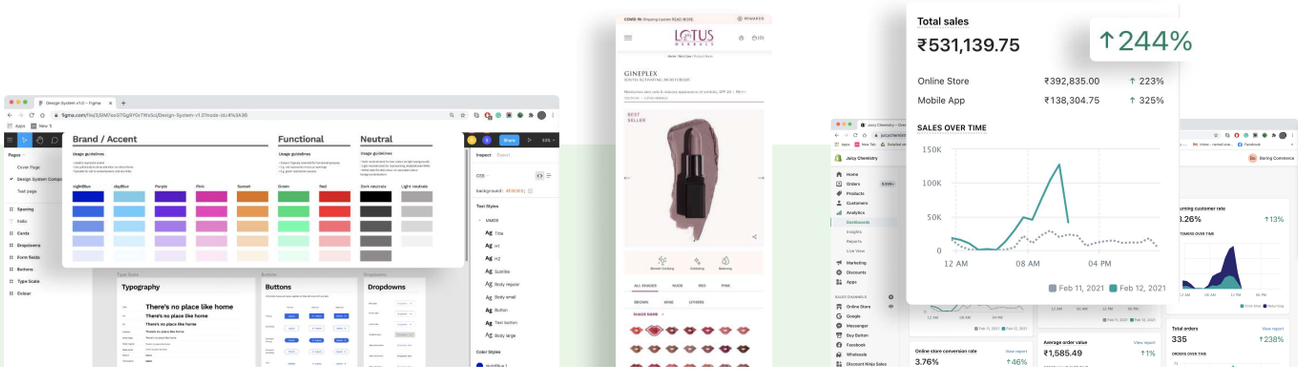


E-Commerce Design Solutions for Boring Commerce

Themeable Designs Built To Scale

As the world paused during the Pandemic, businesses, especially personal, health and skincare brands were left with no choice but to transition to the virtual marketplace to sustain themselves and not lose their consumer base. I helped brands health, personal and skincare brands in this phase to shape their online presence and build intuitive brand experiences and mobile-first E-Commerce websites with high-converting user-experiences.

MY ROLE

User Research, Wireframing, UI Design
Built Brand Experiences
Built A Design System
Design Lead, Creative Director & Team Building
Process Optimisation

RESULT

Increase Of Conversation Rate On E-Commerce Platforms For Brands
Decreased Design To Dev Handoff Time Leading To Rapid Launches
Consequential Increase Of Client Base For Boring Commerce
Instrumental Role In Recruiting A Design Force For The Company During The Pandemic
Trained The Team With An Optimised Design Process That Is Self-Reliant
Lead To Building A Shopify Theme That Has Proven Results With The Skincare Industry In India

THE CHALLENGE

COVID, pandemic, lockdown. A phenomenal increase in digital penetration and the need to be digital-first & the boost of E-Commerce.

This has to lead to a rapid and raising demand from brands to suddenly turn to the virtual marketplace. The launch times for their E-Commerce stores were airtight not loosing out any other minute that could lead to void for their businesses and the threat to lose out on the consumer base. Cater to the influx of brands needing this service as a necessity, making sure the transition is smooth, agile and quality-driven.

We are doing all this but how do we custom build themes quickly catering to specific brand experiences with their specific product needs while not depending on robotised Shopify templates.

> *How do we custom build themes reducing the design & dev handover times catering to specific brand experiences with their specific product needs?*
>
> *An influx of brands needing this service as a necessity, how do we make sure the transition is smooth, agile and quality-driven?*
>
> *What are our consumer needs during the pandemic and how's that shaping the online shopping experience in the skincare industry in India?*

APPROACH

Users

User takes the centre stage.

Business

While you align the design process with the business.

Brands

Create exclusive Brand experiences that etch an identity in a user.

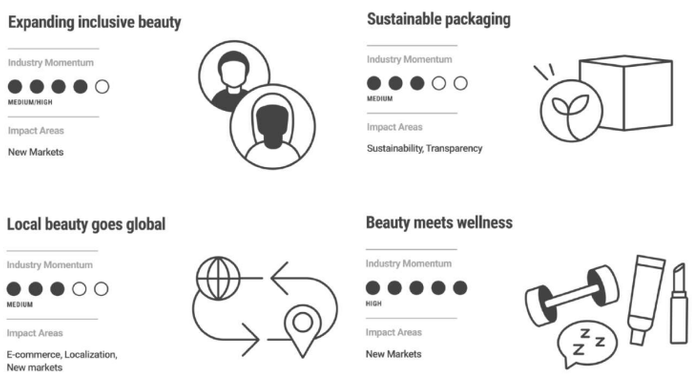
User | Research

UNDERSTANDING THE CONSUMER & THE MARKET

To determine what best to give the user we started our journey with market research.

The COVID times has rapidly impacted lifestyle changes which intern influenced the consumer behaviour/psychology/buying decisions and what products would be more inclined to purchase.

We conducted interviews with the brand owners to get insights into their users. We also conducted small virtual research sessions with our target audiences, while constantly keeping a tab on Amazon, Google & Facebook reviews.



MARKET ANALYSIS

"From beauty practices rooted in Ayurveda to those championing the 'organic is the way forward' rhetoric, the Indian cosmetics and cosmeceutical market is continuously evolving. And at the helm of this evolution is a bunch of startups, creating new verticals and making the most of the changes.

- YOURSTORY

"The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second-largest E-commerce market in the world by 2034. India e-commerce sector will reach US$99 billion by 2024 from US$30 billion in 2019, expanding at a 27% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth.

- INDIAN BRAND EQUITY FOUNDATION

CONSUMER NEEDS

Research
Focused Groups responses

From beauty practices rooted in Ayurveda to those championing the 'organic is the way forward'

Growing aware users going for informed choices and investing on long term solutions

Products offering solutions have great potential to stay in demand for long

Research
Backend user responses

Increased interest in local brands because of its handcrafted innovation

Trusting the products and transparency about what goes into it matters

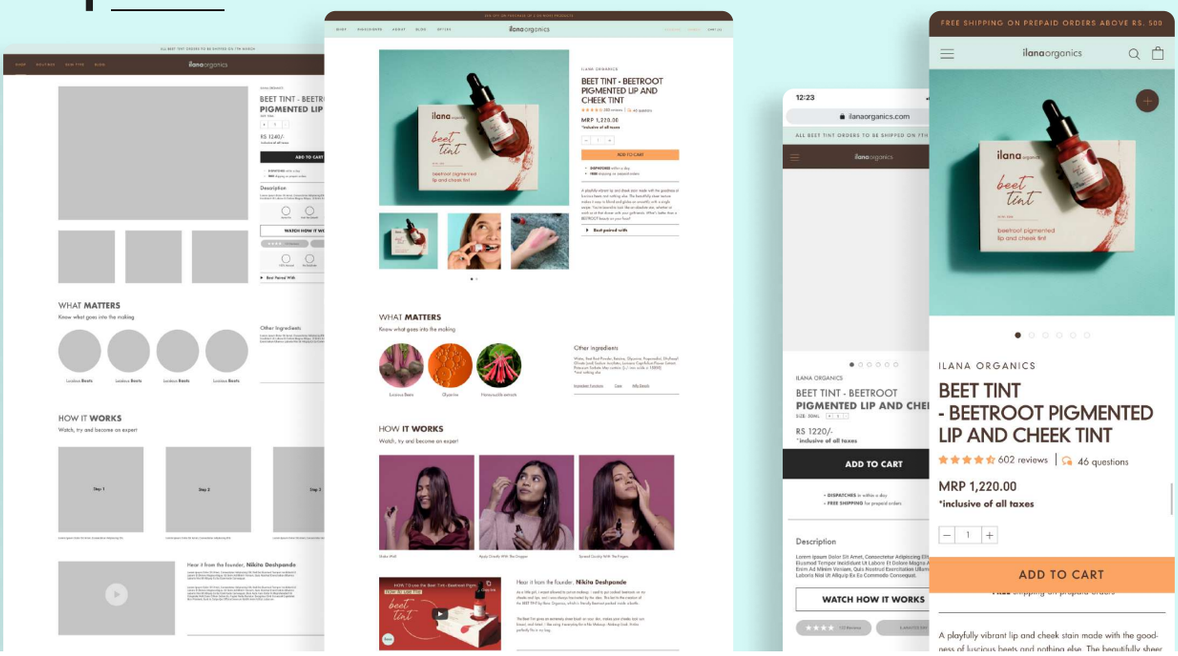
Connection with the brand's story plays a great part on purchase decisions.

This resulted in coming up with innovative and engaging product pages and digital experiences for the user.

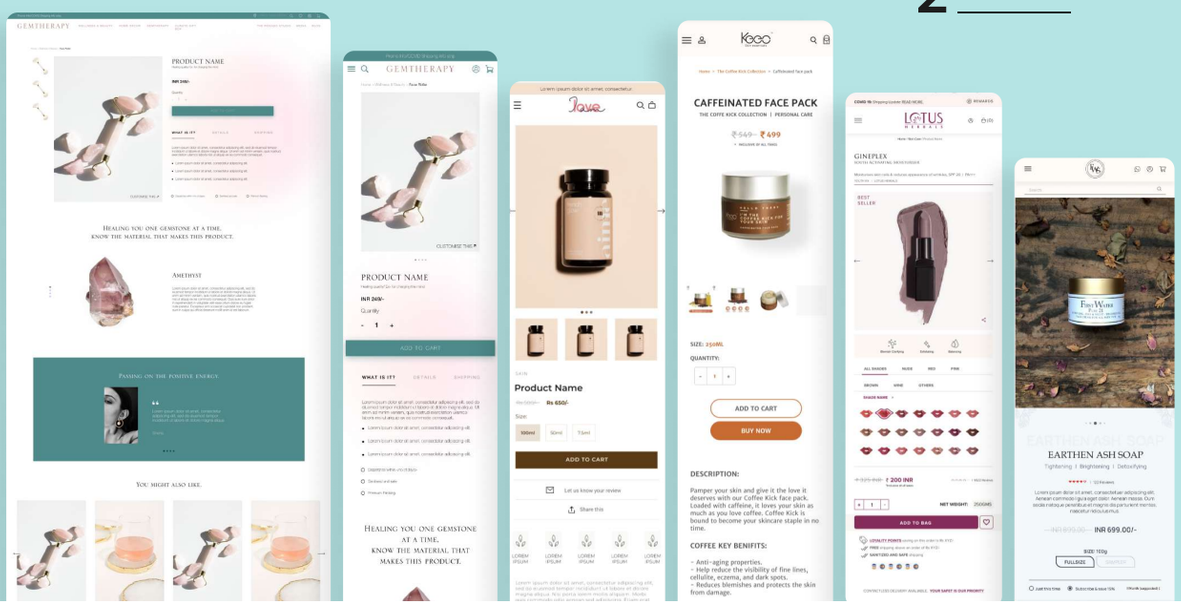
User | Execution

TRANSLATING RESEARCH INTO WORKABLE SOLUTIONS

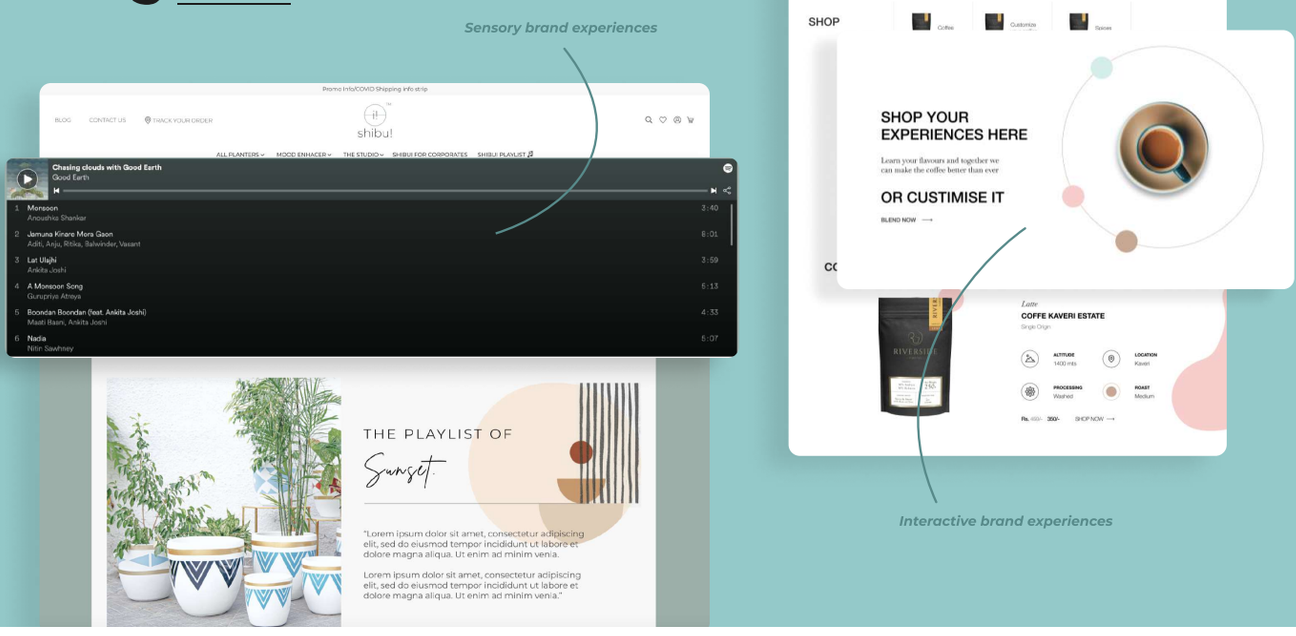
1 Effective Wireframing



2 High - Converting



3 Online Brand Experience



TEMPLATISATION & THEMABLE DESIGNS

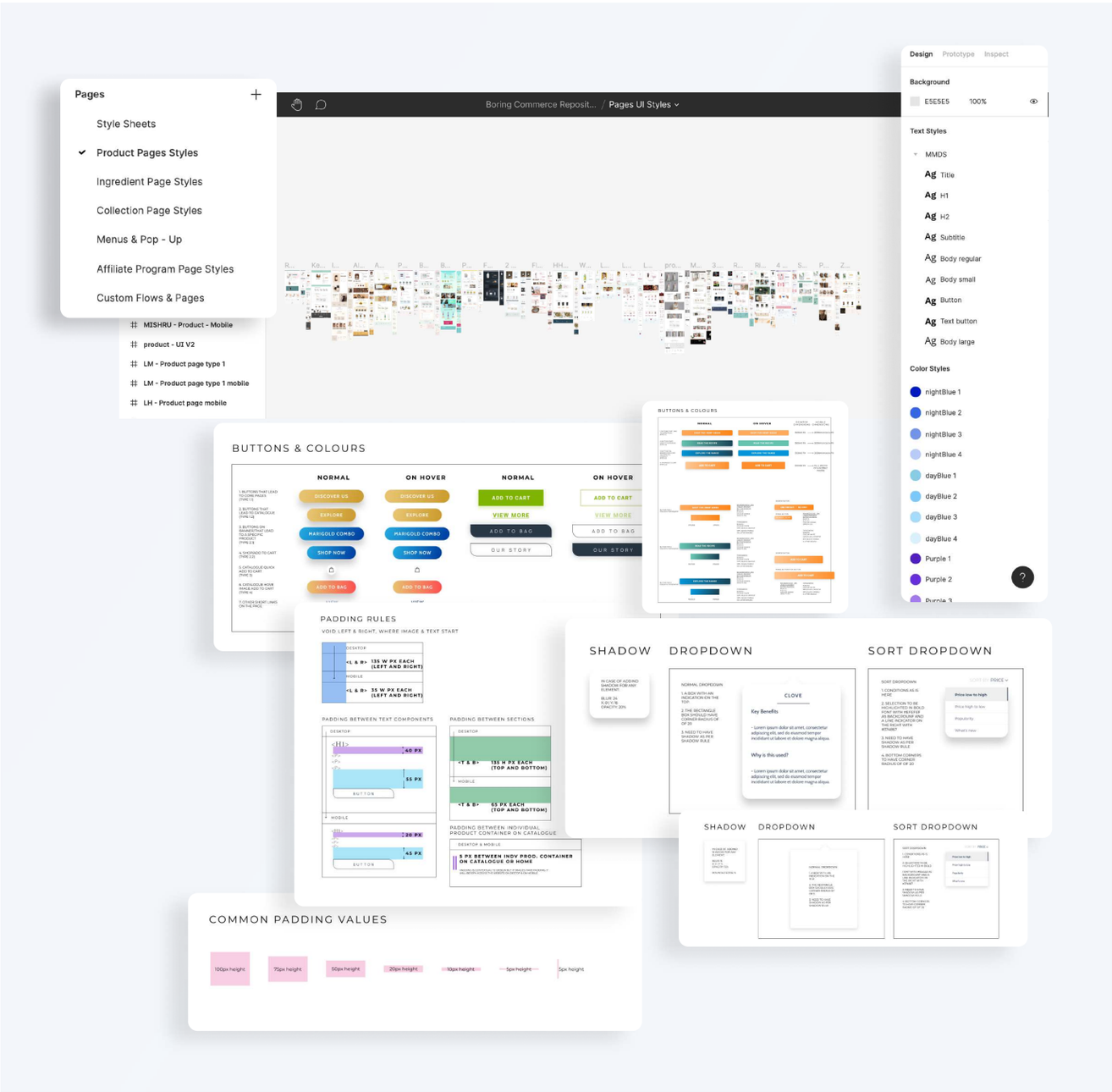
Business

Our first step was to collect and review data points from Shopify backend, users buying patterns, target audience, behaviour patterns in Tire 1, Tire 2 & Tire 3 cities of India. We then interviewed developers, and internal product managers to determine unmet needs, and see how the process and design systems could improve our workflows, to expedite the design and dev handover.

Designers highlighted the inefficiency of designing common patterns from scratch with limited visibility on existing reusable components, and developers commented that it was time-consuming to build and maintain different patterns for each site. Both found it difficult to know which of a project's several Figma files, inevitably all named 'final', they should be working from, and the lack of a shared language often led to confusion over breakpoints and functionality expectations. Design patters and repositories were made keeping in mind the design and development costs while not compromising on the brand experience and user experience.

Outcome:
Through thorough design systems in place and themeable repositories, we were able to optimise the design development to live project handoff from 60 days to 25 days.

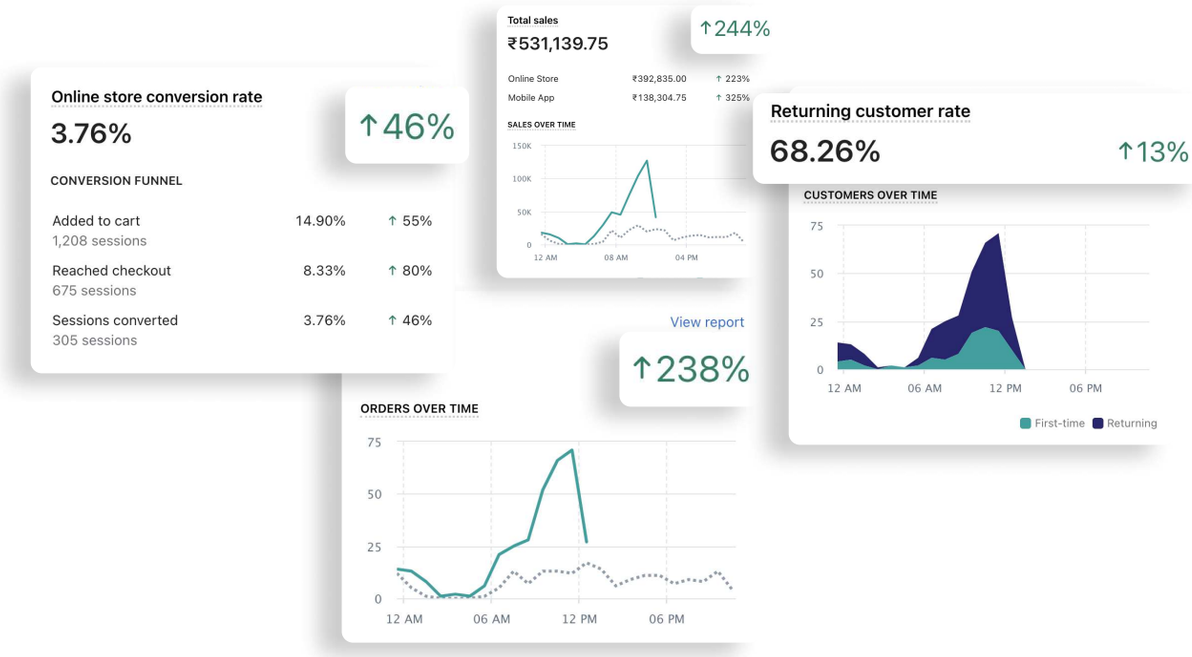
In Progress:
A product in making, we have taken a step ahead in making our own Shopify theme, building an in-house semi-automated product that can be reutilised, wrapped in different brand experiences.



BRANDS & VALIDATION

Brands

Outcome:
Helped 30+ brands transition smoothly into the E-Commerce space. Launched E-Stores that lead to combined revenue of 10+M, increased consumer base by 250%, increased engagement by 300%



HEAR WHAT BRANDS SAY

They did a perfect root-cause analysis and came up with solutions we were exactly looking for. When we came in we were a bit lost but there are so much meaning and clarity to our every move.

- JUICY CHEMISTRY

They did what was impossible, possible. Surprised and amazed by the sheer dedication and passion to solve my brand problems. Looking for a long-term collaboration.

- EARTH RHYTHM

Thank you for not compromising on quality and uplifting my brand. The stubbornness to not compromise has to lead to a fruitful and insightful collaboration.

- KEEO ESSENTIALS

I'm in awe at how you guys could translate my vision into workable E-Store, I now know I need to keep up to this attention to detail for my products too.

- RIVERSIDE COFFEE

The result was exactly what I was dreaming of for Shibui, thank you for making my vision come to life - so productively.

- SHIBUI

Design-lead solutions were exactly what we wanted. We could see the dedication and the effort the team has put in to make our website live within the time constraints. Kudos to the team.

- FIRST WATER SOLUTIONS

ZEVIC™ safecup. MYRA VEDA® LUXURY ESSENTIALS FINISHING TOUCH FLAWLESS HEALTH HORIZONS

TEAM BUILDING & MANAGEMENT

8 To 80 Member Team

Empowering teams & employees during the pandemic

17 Member Team

A team of 7 Developers, 7 Designers & 3 Writers

Effeciency Building

Workshops & training, gamifying efficiency building

PROJECT INFORMATION

ROLE DURATION

March 1st, 2020 - March 31st, 2021

AGENCY

Boring Commerce - Scaling Businesses Online
Crafting Digital Ecosystems

DESIGN TOOLS

Figma, Adobe XD, Illustrator, Photoshop, InVision

SOFTWARE PLATFORM & LANGUAGES

Shopify Platform, PHP, CSS, HTML, Ruby

COLLABORATORS

Research
Sneha Nemali & Navyata Alekhya

UX Team
Sneha Nemali, Navyata Alekhya, Mohan Krishna, Prithika Maidan

Visual Design
Sneha Nemali, Navyata Alekhya, Mohan Krishna, Prithika Maidan, Adithya Vardhan, Nibedita Nath, Kabir Krishnan, Sudhee Shyam, Nandan Eashwar, Neha Singh

Content Writers
Sakshi Ladda, Samiksha Agarwal, Mohana Sravya

Engineers
Sagar Rana, Sonu Kumar, Hardeep Singh, Shekhar Nausran, Gurpreet, Priyanka Sharma

Account & Delivery
Kashif Mohammed, Maheshwari, Yukti Pitti, Yash Pitti, Ayushi Surana, Sakshi Agarwal

QA
Sneha Nemali, Navyata Alekhya, Mohan Krishna, Prithika Maidan