

WEBSITE DESIGN

Case Study



Start Date
January 2025



Launch Date
May 2025



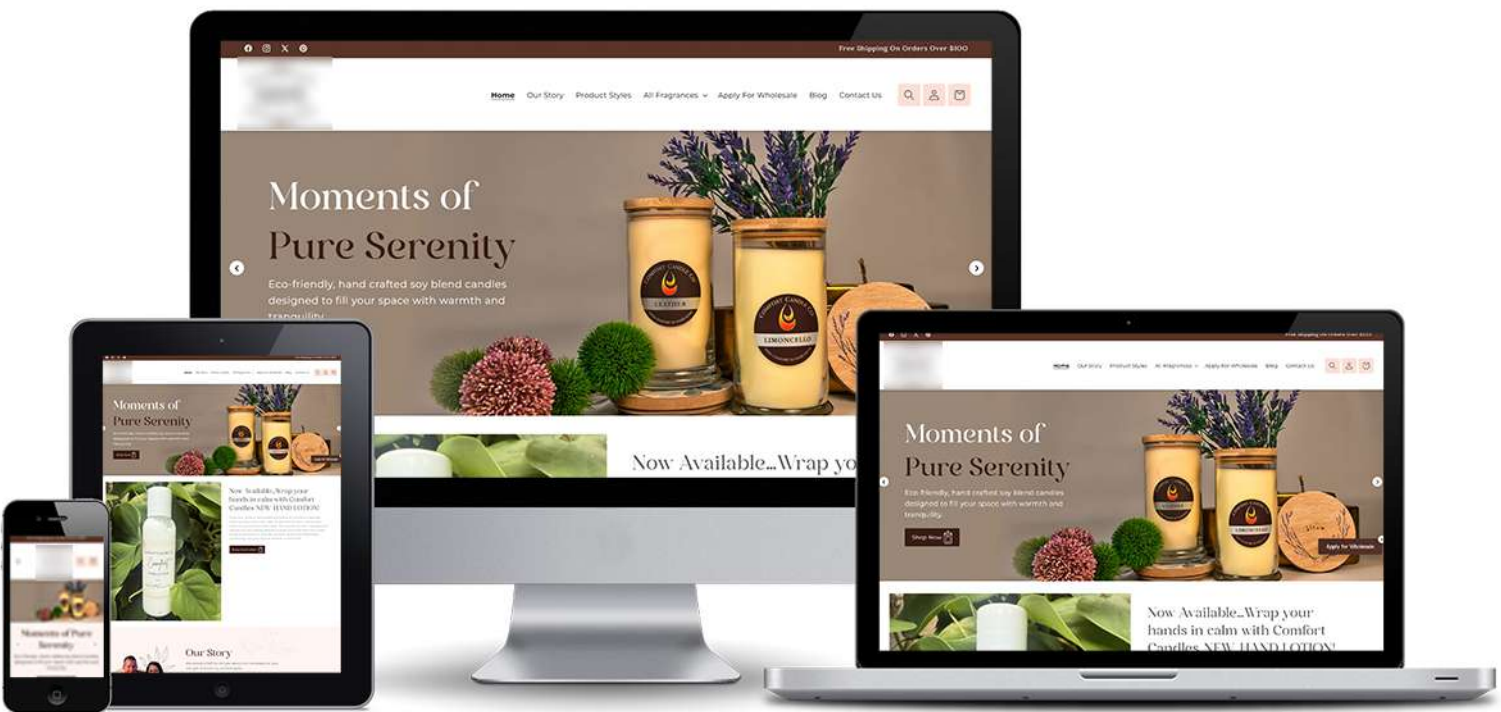
Project Scope
Website Design



Website Platform
Shopify

Project Overview

In January 2025, an eco-friendly home and lifestyle brand using shopify needed a website revamp. Their old site was outdated, slow, and hard to use—especially on mobile—which hurt conversions.



Goals

- ✔ Refresh the design with an eco-conscious look.
- ✔ Improve UX & mobile navigation.
- ✔ Boost conversions via better product & checkout pages.
- ✔ Integrate sustainability storytelling throughout the site.

Key Challenges

- ✔ Confusing site structure and poor product categorization.
- ✔ Inconsistent branding in colors, typography, and layouts.
- ✔ Load time was over 6 seconds, especially on mobile.
- ✔ The checkout process was long and not optimized for conversions.

WEBSITE DESIGN CASE STUDY

Final Outcome

We delivered a clean, modern design with a nature-inspired palette and consistent branding. Navigation was simplified, site speed improved, and mobile responsiveness enhanced. Product pages now emphasize eco-friendly features, while a streamlined checkout ensures higher conversions. Sustainability messaging was seamlessly integrated, creating a fast, user-friendly site that aligns with the brand's values.

Desktop & Mobile Performance Comparison

Metric	Jan 1st (Before Redesign)	Apr 1st (After Redesign)	Improvement
Desktop Load Time	6.0 Seconds	2.1 Seconds	↑ 65%
Mobile Load Time	7.2 Seconds	2.8 Seconds	↑ 61%
Bounce Rate (Mobile)	65%	40%	↓ 25%
Checkout Steps	5 Steps	3 Steps	Simplified UX
Conversion Rate	1.8%	3.1%	↑ +72%

WEBSITE DESIGN CASE STUDY