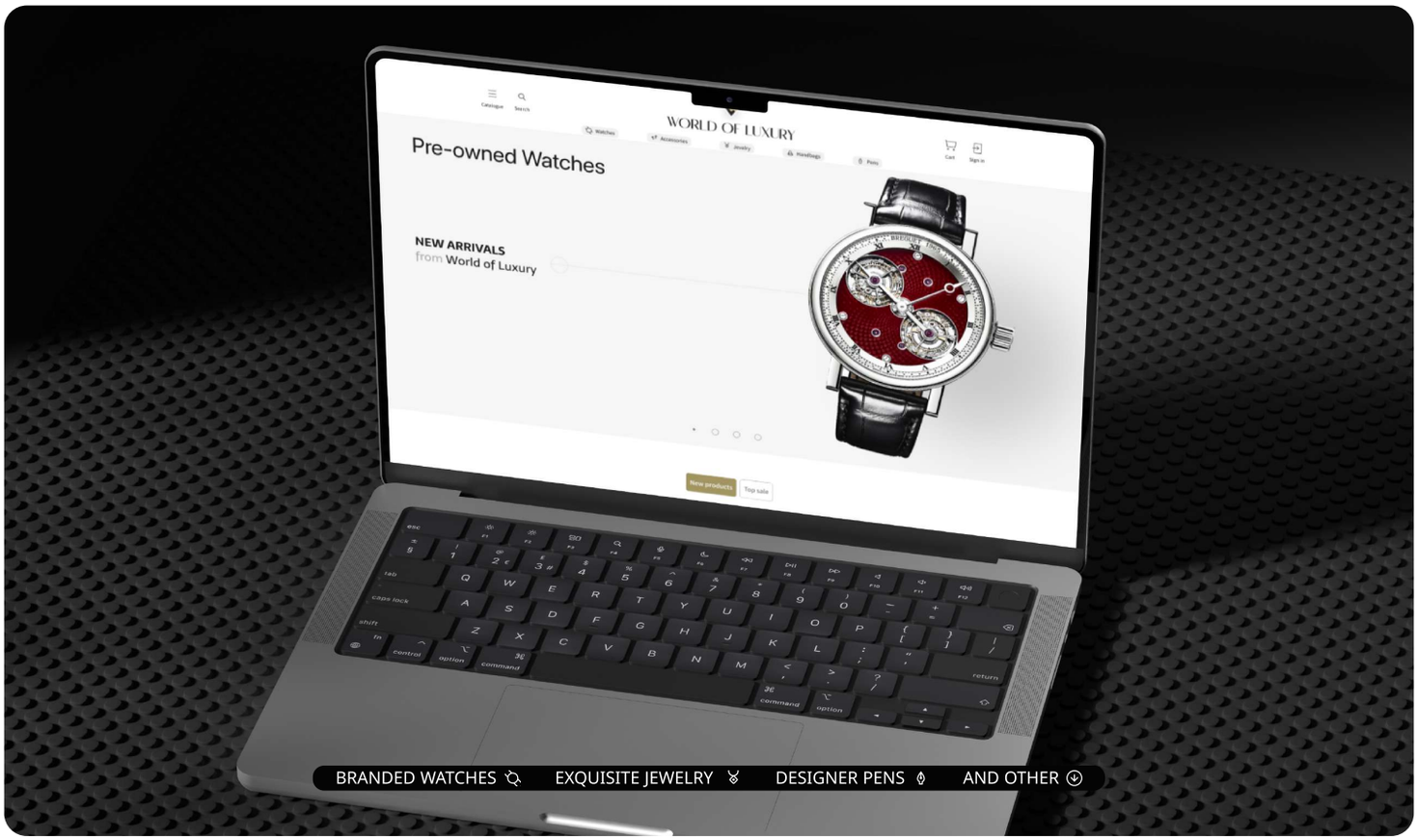
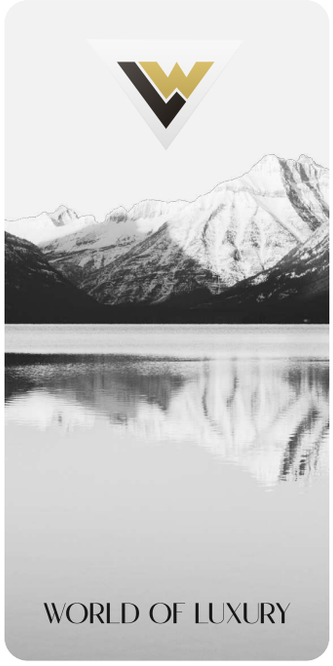
Redesign E-commerce web site

WORLD OF LUXURY



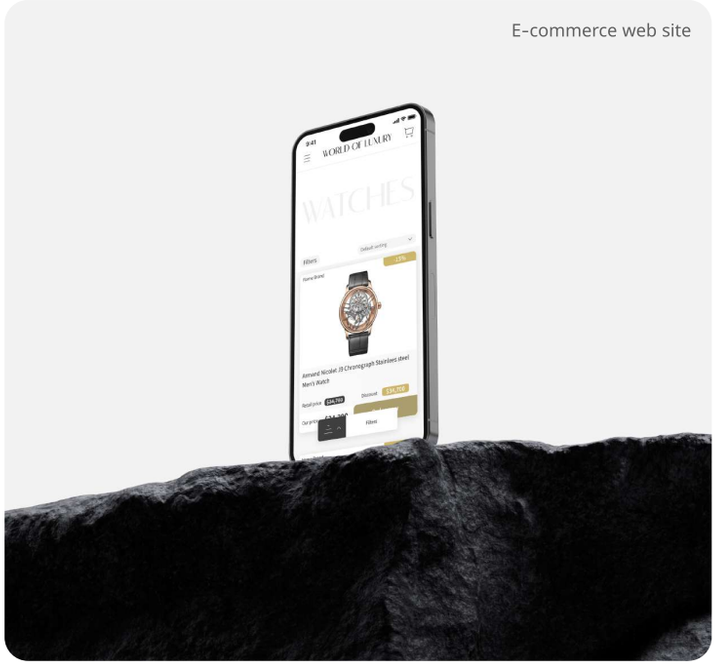


Project details

Client / WOL
Project / Redesign
Category / E-commerce

ABOUT

Modern and clear redesign of the online store. Fonts, product cards, display of sections have been worked out, while preserving the company's brand colors.



Challenge

PROBLEM

To develop a new vision for both mobile and desktop versions of the company's online store and accompanying advertising letters to create an attractive and effective presentation of the company's products in the online environment and which corresponds to the current trends of online stores.

SOLUTION

Completely redesigned UX/UI of the product catalog to match the overall new brand concept. Also, for the overall impression of the premium brand, we developed parts of the interactive identity in the form of e-mails, which contained additional information about other products and, accordingly, increased the percentage of sales to the customer.

PROJECT TIMELINE & ETAPS

1 — Discover
- Website Audit
- Stakeholder interview
- Competitors research
- UX research

2 — UX
- Project goal
- Journey map
- User flows

3 — Design
- Moodboard
- Wireframes
- Ui design
- Promo materials

4 — Development
- Frontend
- Backend

5 — Test
- Usability testing
- Gathering feedback

INFORMATION ARCHITECTURE

Home Page
- Slider featuring new items
- New products
- Top sale
- Brands
- Price tag
- Most popular products
- CTA Banner

Catalog

Categories

Brand catalog

Filters
- Products
- Recommended product
- New products

Header
- Catalog
- Search
- Cart
- Sign in
- Quick menu
  - Watches
  - Jewelry
  - Accesories
  - Hand Bags
  - Pens

Product page
- Preview
- Product name
- Price
- Quantity counter
- Order buttom
- Payment systems
- Send email
- Phone number
- Trade in
- Buttom “Sell Your Watch”
- Description
- Additional information
- New products
- Recommended products
- CTA Banner

Cart
- Express checkout
- Contact
- Delivery
- Shipping method
- Payment

Order

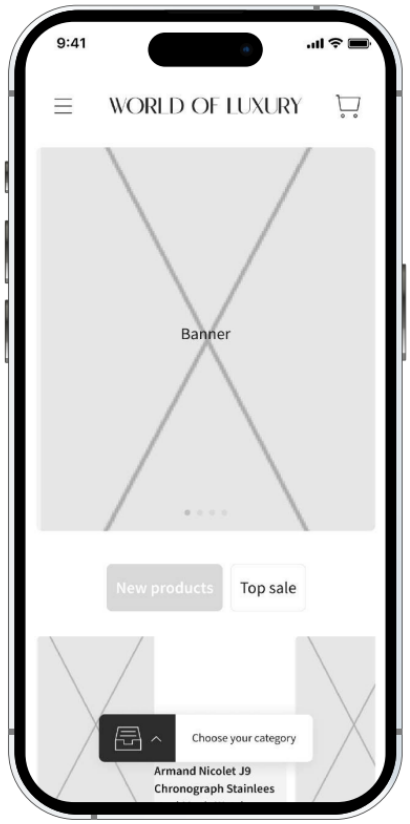
Footer

- **Contact Us**
  - E-mail
  - Tel
  - Facebook
  - Istagram
  - Twitter
  - Pinterest
  - Youtube
- **About us**
  - About World of Luxury
  - Client Testimonials
  - Our Showroom
  - Our Promise
  - Our blogs
  - Contact Us
  - FAQ`s
  - Trade in
  - Sell your watch
  - Newsletter Signup
- **Business**
  - Pre-Owned Watches
  - Consignment
  - Watch Sourcing
  - Watch Terminology
  - Caring for your Watch
  - Schedule Appointment
- **Policies**
  - Privacy Policy
  - Our Policies
  - US / International Shipping
  - Shop with Confidence
  - Guarantees
  - Returns
  - Warranty

WIREFRAMING & PROTOTYPING

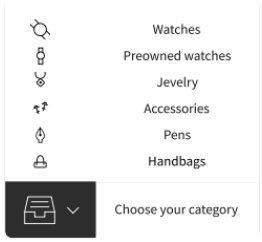
10+ pages were made for the web version and 20+ pages for the mobile version.

At the same time, an interactive prototype was developed, with the help of which we identified the weak and strong points of the user experience.

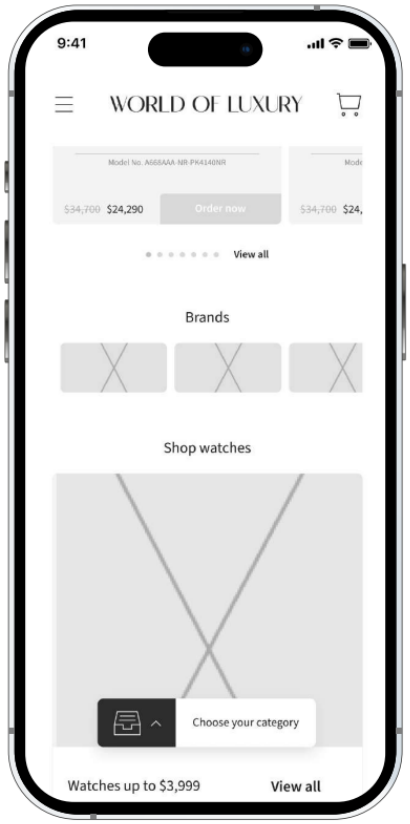


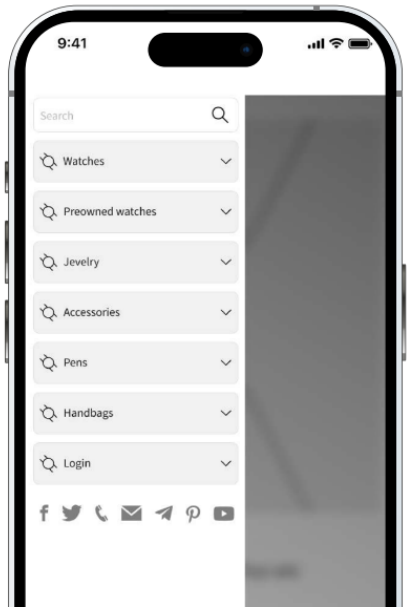
Home screen

Mini catalog



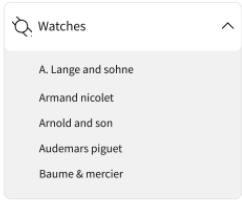
Brand & watches part



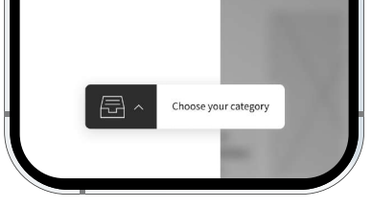


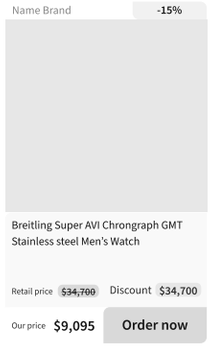
Catalog

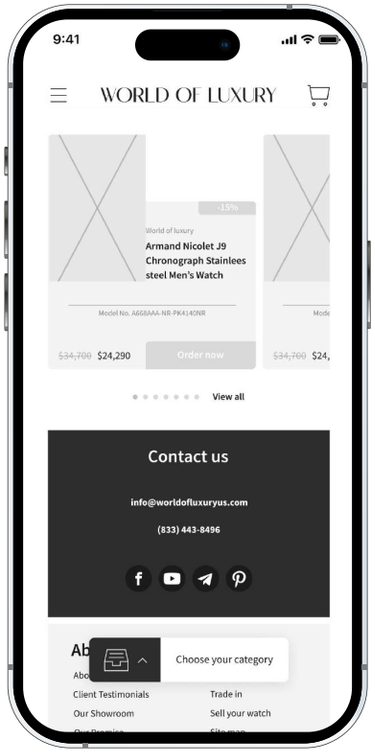
Brand catalog



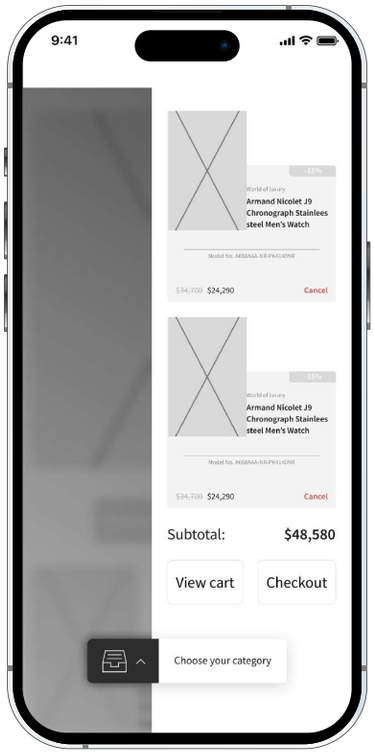
Mobile product card



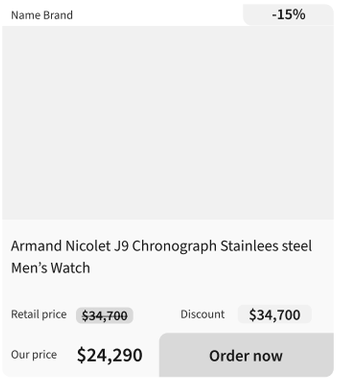




Last viewed & Contact information



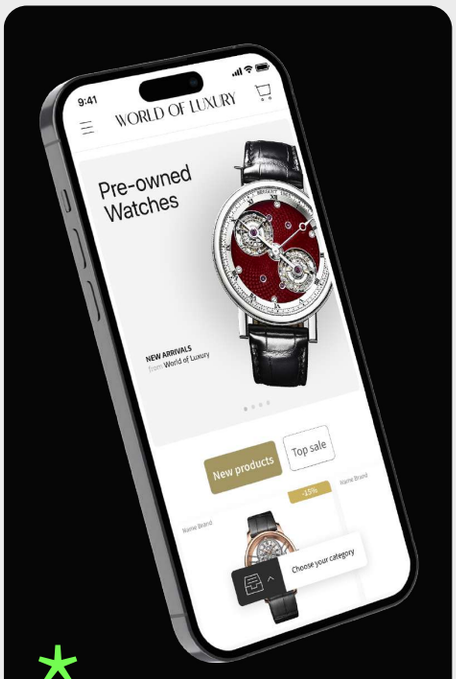
Cart

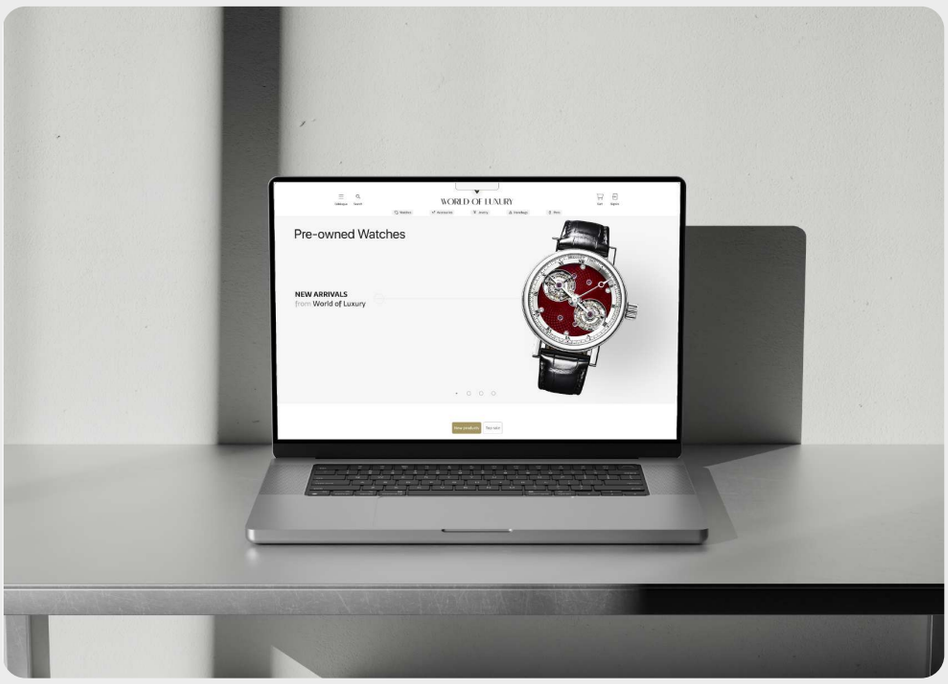


Desktop product card

HOME PAGE

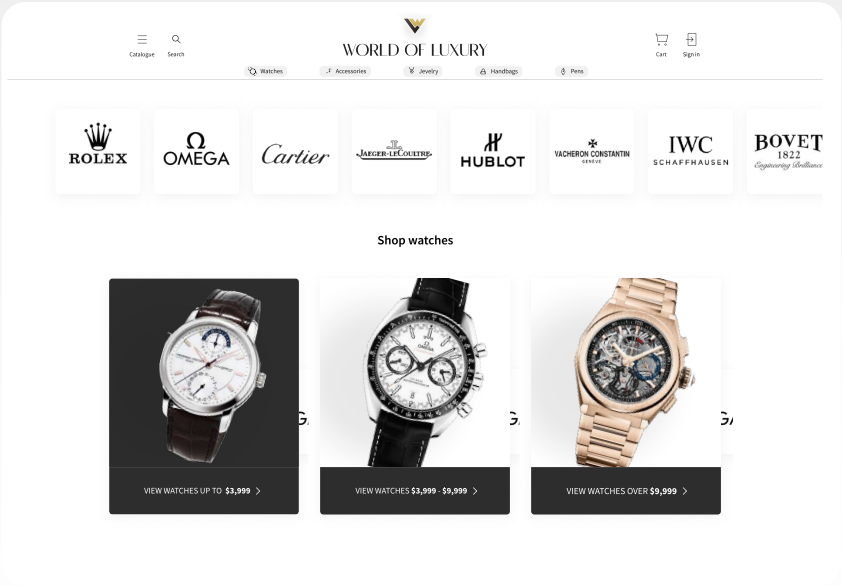
For the homepage, a cleaner design emphasizing the necessary details was proposed.





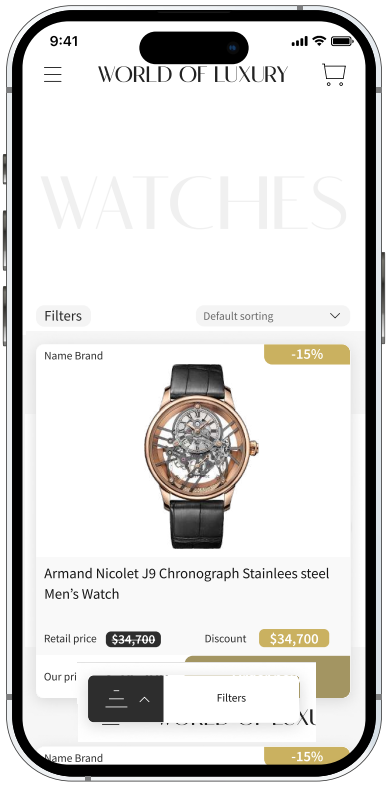
We also updated blocks for new products and top sellers. We focused the customer's vision on the brands presented in the store and made the part related to the branching of price segments clearer, so that the user could choose the segment that suits him the most.

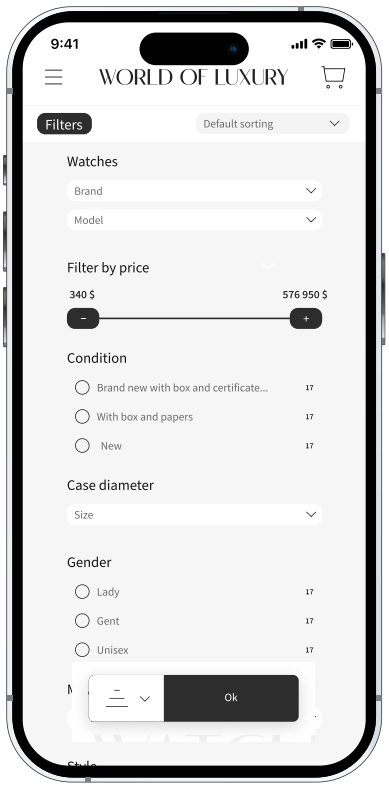
Additionally we showed the most popular watches on the main page and changed the vision of how certification of new arrivals is done.



CATALOG

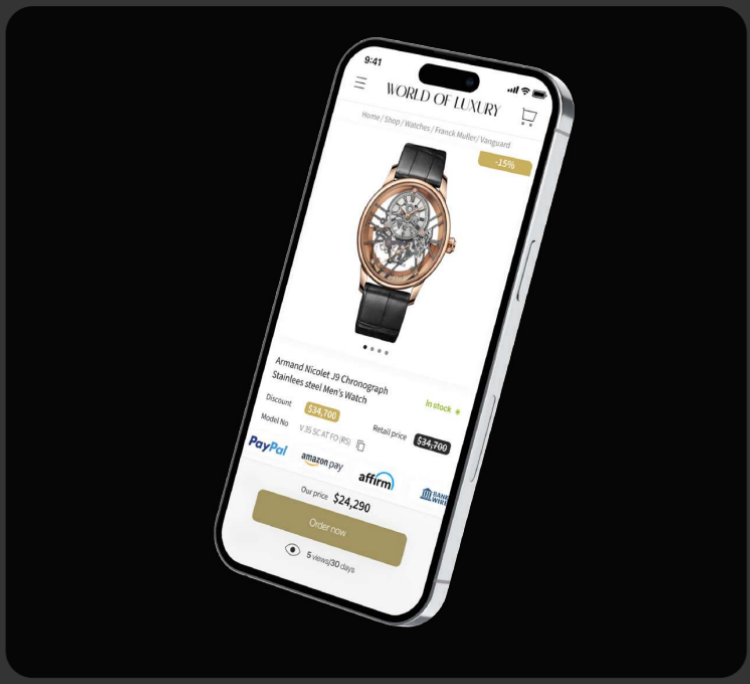
We updated the blocks for new products and top sales, focusing the customer's attention on the brands available in the store. We made the section related to branching price segments more understandable, allowing the user to choose the segment that suits them best.



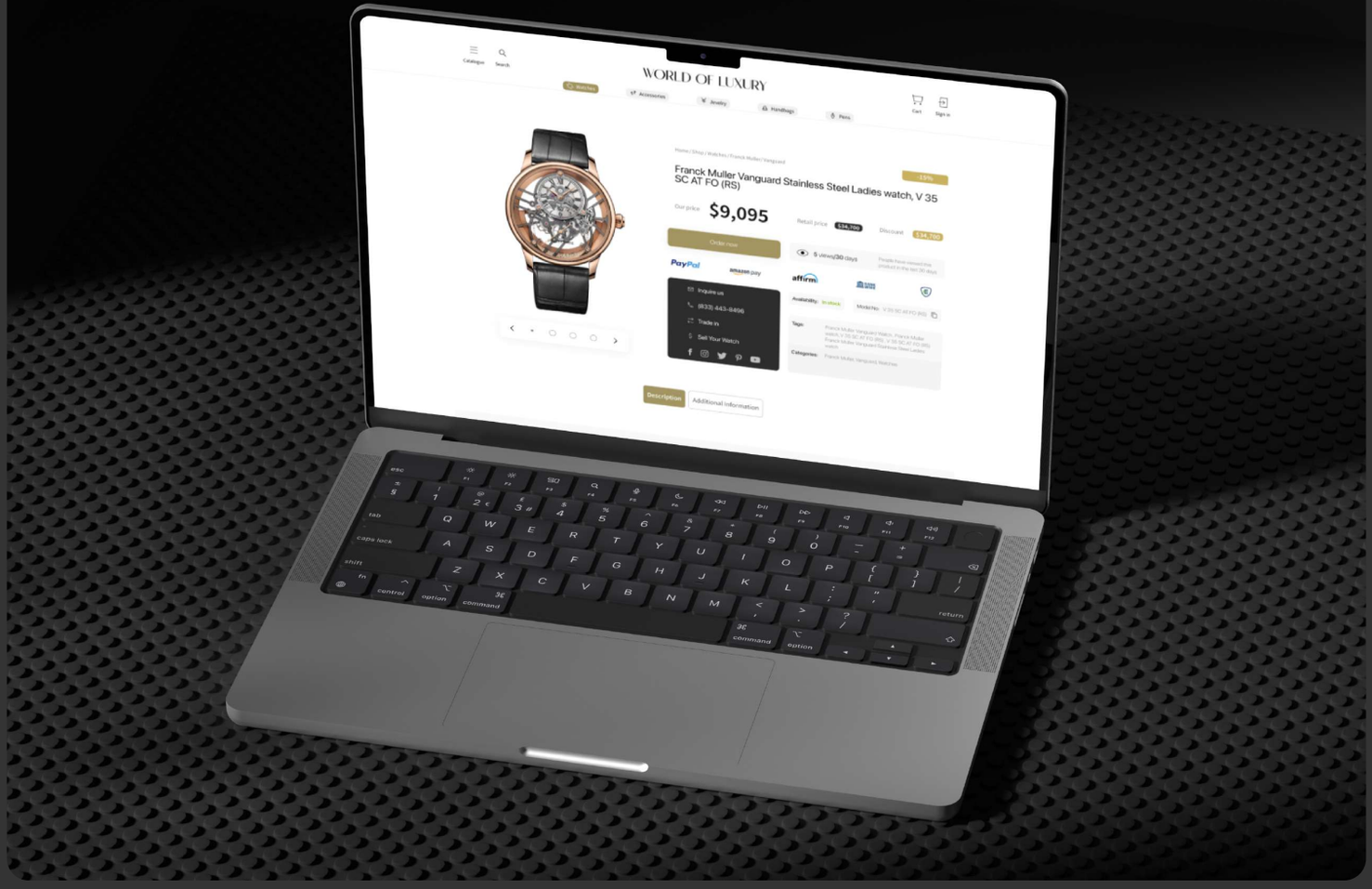


PRODUCT PAGE

Completely redesigned the product page, adding information about the product that was not previously displayed but was necessary to get a full understanding of the offer, which also helped reduce the workload of the support team.

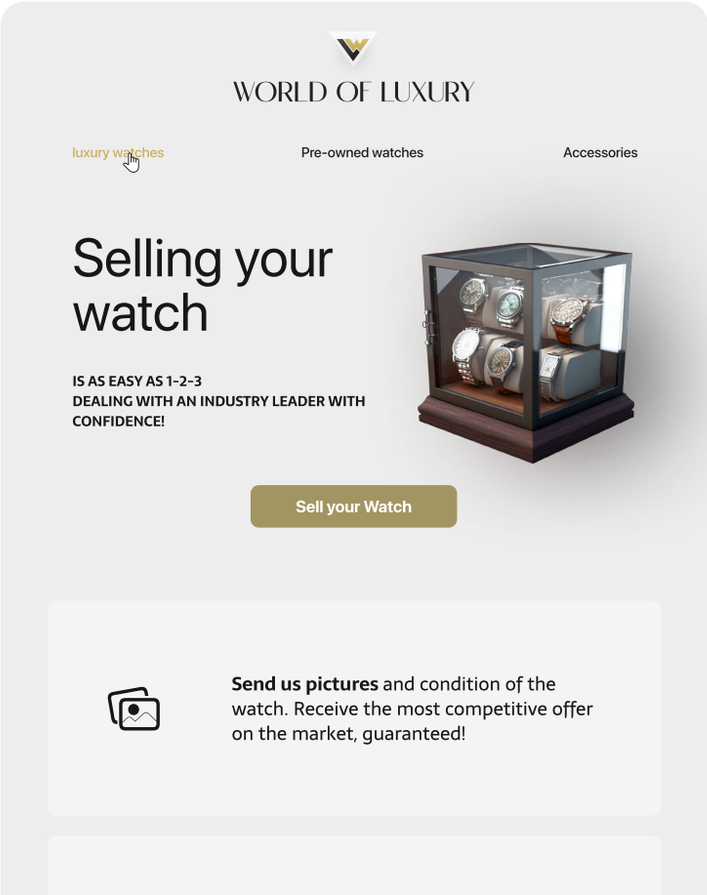


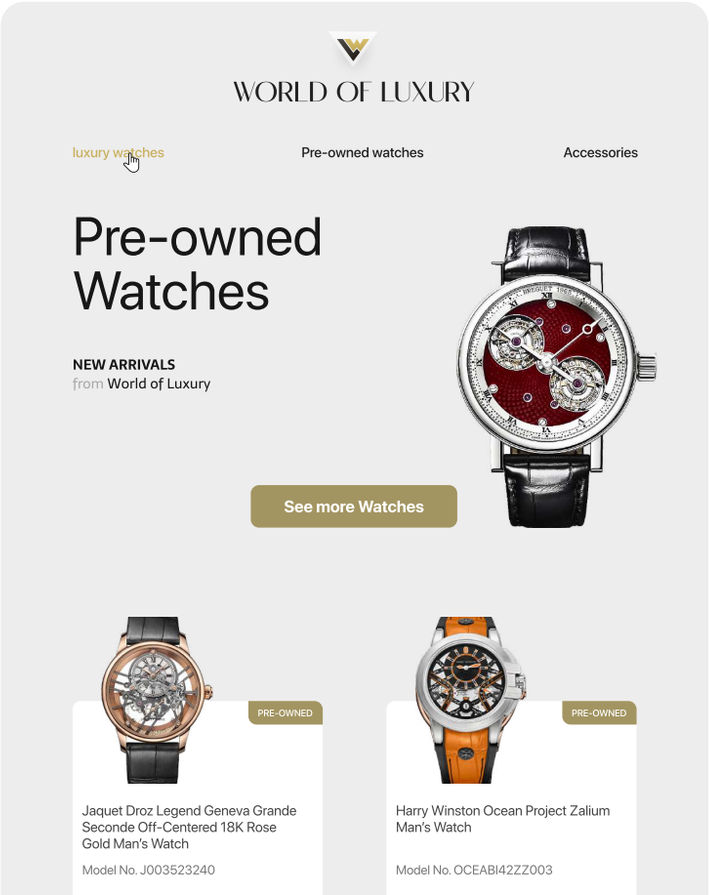
We redesigned the product description, reducing the amount of text that was read by a relatively small number of users but took up a large amount of screen space.



PROMO MATERIALS

We have designed exquisite homepage banners and corporate letters with promotional materials, emphasizing quality and professionalism in every detail.





Ship the watch to us when we find a buyer. We'll inspect it and ship to the end client

Get paid within 24 hours after we receive the watch from you!

Sell your Watch

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Customer Reviews
4,9 ★★★★★

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New Order: #99092

You've received the following order from Syed Osama Bin Salem:

Product	Quantity	Price
Frederique Constant Classics Chronograph Quartz Men's Watch FC-292MN5B6	1	$350
Subtotal:		$350
Shipping:		$45 via 2nd Day shipping
Payment method:		Affirm Monthly Payments
Total:		$395

Billing address

Syed Osama Bin Saleem
Wildwest Wholesale
300 Cormorant pl 1309
Fredrick. MD 21701
9293288906
usamabin89@yahoo.com

Shipping address

Syed Osama Bin Saleem
Wildwest Wholesale
300 Cormorant pl 1309
Fredrick. MD 21701

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~~$34,700~~ $24,290 Shop now

~~$22,300~~ $17,840 Shop now

PRE-OWNED

Jaquet Droz Legend Geneva Grande Seconde Moon Stainless steel & Diamonds Unisex Watch

Model No. J007510270

~~$25,000~~ $15,000 Shop now

PRE-OWNED

Jaquet Droz Legend Geneva Grande Seconde Moon 18K Rose Gold Man's Watch

Model No. J007533201

~~$31,000~~ $18,600 Shop now

PRE-OWNED

Cartier Ballon Bleu 18K Rose Gold & Diamonds 36mm Lady's Watch

Model No. WGBB0055

~~$32,000~~ $28,160 Shop now

PRE-OWNED

Cartier Santos Stainless Steel Skeleton Men's Watch

Model No. WHSA0026

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Dear Steve M

Thank you for inquiring about the Jaeger-Lecoultre Reverso Classic Monoface Stainless steel Unisex Watch, Q2548440

We will get back to vou within 24 hours
Thank you for choosing **World of Luxury.**

Jaeger-Lecoultre Reverso Classic Monoface Stainless steel Unisex Watch

Q2548440

Best Regards,
World of Luxury Team

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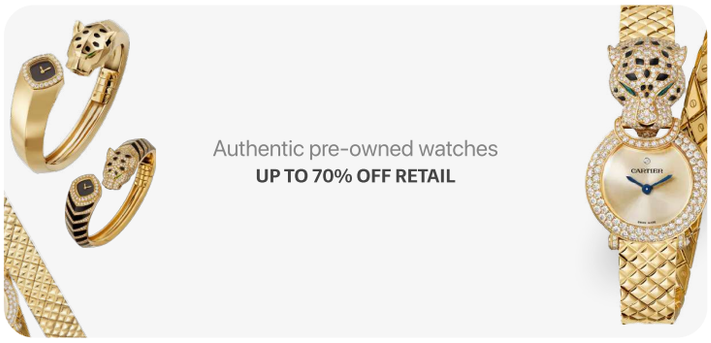
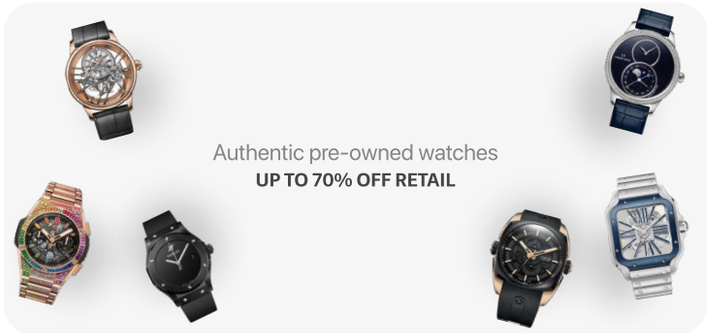
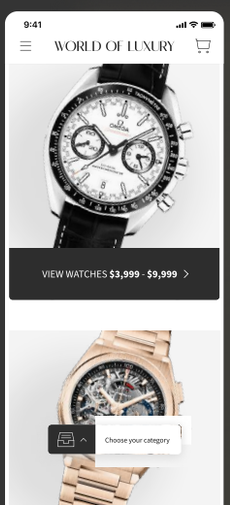


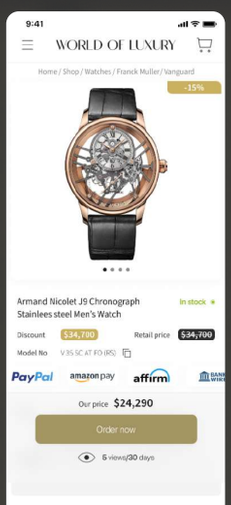


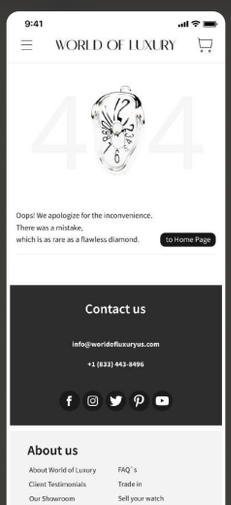
WHAT'S THE RESULT?

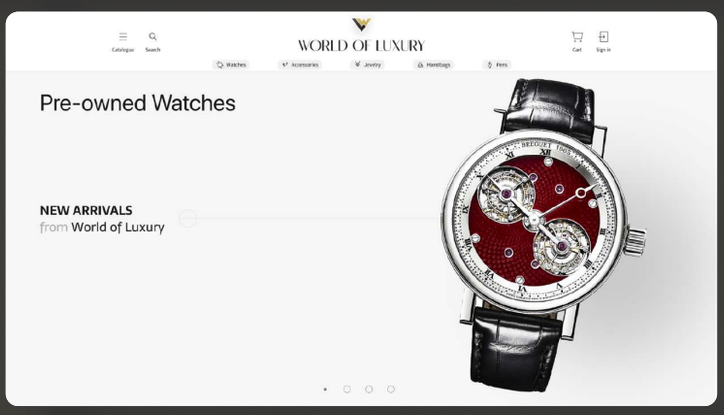
As a result, we have a modern and clear redesign of the online store. Fonts, product cards, and display of sections have been worked out, while preserving the company's brand colors.

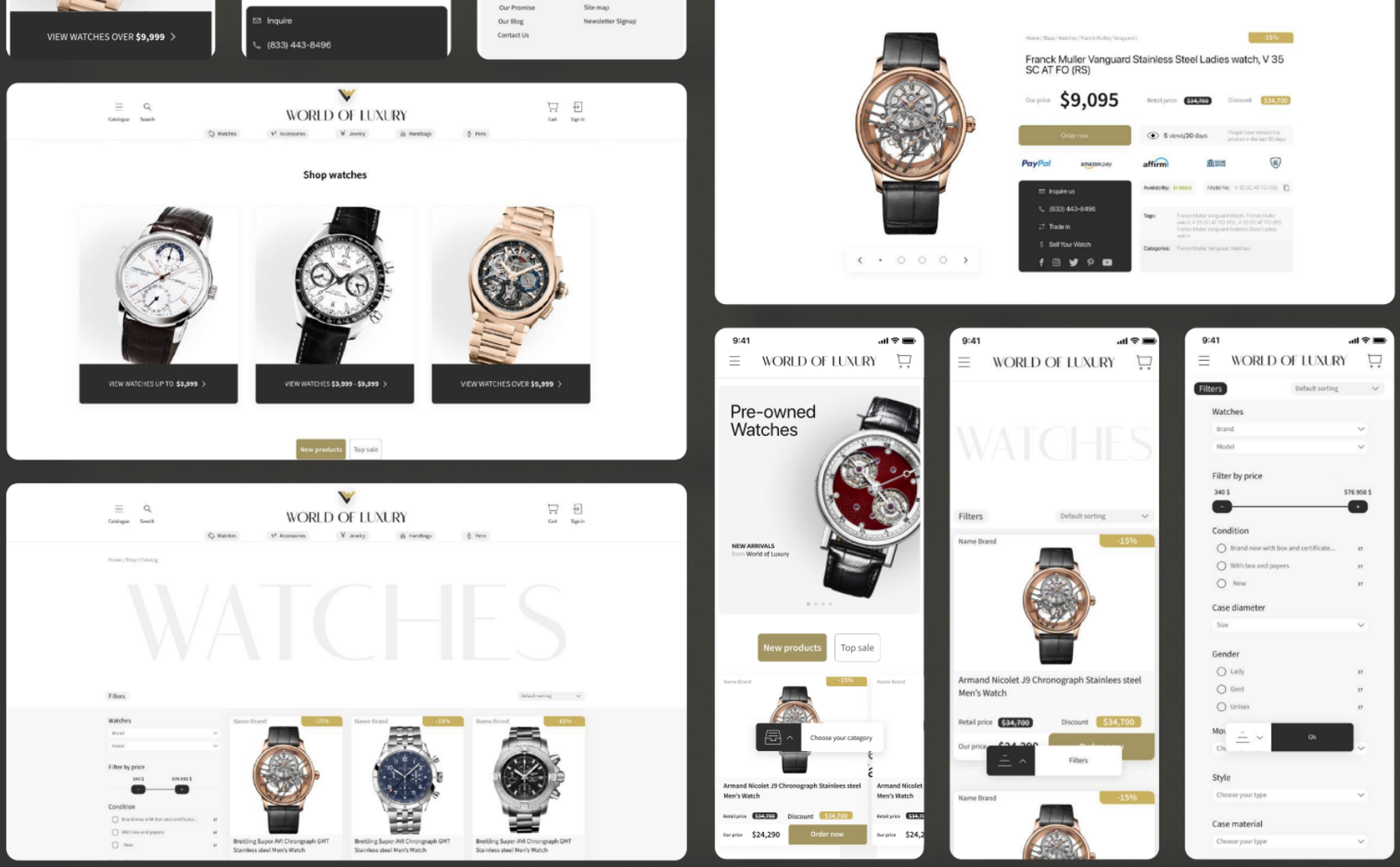
Completely redesigned UX/UI of the product catalog to match the overall new brand concept.











sparkle design

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