ZAKRITKA

Desing by Nikitenko Elena 2023

About Project

The desire to support Ukrainian brands is the second most popular (39%) incentive to buy familiar brands. This figure has been stable since April 2022. The first reason is that Ukrainians have positive experience and habits in consuming certain brands.

Over the past year, Ukrainians have had to become even more rational and conscious in their choice of goods. At the same time, people are ready to actively support brands whose position coincides with their beliefs.

For brands, this is a time when it is especially important to talk about their position, about the social component, because it is an opportunity to expand their audience, or at least not to lose it.

Research

As the Ukrainian market entered the European market, the question arose of creating a website to attract foreign buyers.

To do this, you need to create an online store so that products can be ordered from anywhere in Europe at reasonable prices and attractive offers.

Solutions

Structure and functionality

On the site, the client should be able to familiarize himself with the list of goods, calculate the cost of the future order and order it.

The main screen should display information about the company and its personality, contacts, a widget with reviews and order samples, and a catalog

The "Catalog" should allow you to choose the size, color, embossing, material, etc.

You need a button to contact the manager. It is desirable to create a personal account for customers and managers to manage orders.

Integration with services. It is necessary to implement authorization via Google account.

As a result, we created an online store where the user can find and buy the necessary goods faster and with the least amount of transition from page to page.

Typography

Dancing Script

A a regular *A a* bolt

DM Sans

A a regular A a bolt

Colors

F0D8B8 FFFFFF 5A5D6C

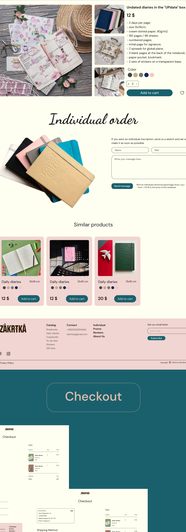
Working hours

Research | Analyzing | Wireframes | UI Desing | Prototyping

16 pages | 64 Hours | 6 weeks

Main page

Product page



Checkout

Log in - Sing in

Thank you for watching!

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