



# CASE STUDY

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# WEB DESIGN

Redesign of an E-commerce Website



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2024

# Overview

The Cosmic Unity 3 UI/UX Design project revolved around creating an engaging and intuitive interface for showcasing basketball shoe variants in an e-commerce environment. The design highlights product features, enhances user experience, and reflects brand identity, providing users with a seamless interaction.



# What is Design Objectives ?



- Showcase Product Variants: Create an interactive interface for users to explore the Cosmic Unity 3 Basketball Shoes in various colorways.
- Focus on Usability: Streamline the user flow for viewing product details and switching between variants.
- Elevate Visual Appeal: Design an aesthetically modern, brand-aligned, and immersive layout.

02

# Design Challenges

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## **Variant Exploration:**

Simplify user interaction for toggling between shoe color variants.

## **Highlighting Features**

Draw attention to sustainability features and design details while keeping the interface clean.

## **Desktop Optimization:**

Build a responsive design optimized for desktop users, ensuring scalability across resolutions.

#456576

#88acbc

#d3dde9

**#afaaa9**

#000000

# Color Definition

The Cosmic Unity 3 design uses a balanced palette to create a modern and professional aesthetic. The deep #456576 conveys trust, while #88ACBC adds a refreshing touch. The light #D3DDE9 ensures cleanliness, and #AFAAA9 provides subtle contrast. Anchoring the design, #000000 emphasizes key elements with clarity.

04

# Design Process

## 1. Research & Inspiration

Conducted a competitive analysis of product pages from platforms like Nike and Adidas, identifying the need for a clean, minimalist layout with smooth transitions and clear product details to maintain brand consistency.

## 2. Wireframing & Ideation

Designed low-fidelity wireframes to establish structure, iterated through feedback to optimize usability and hierarchy, balancing simplicity and functionality.

## 3. High-Fidelity Prototype

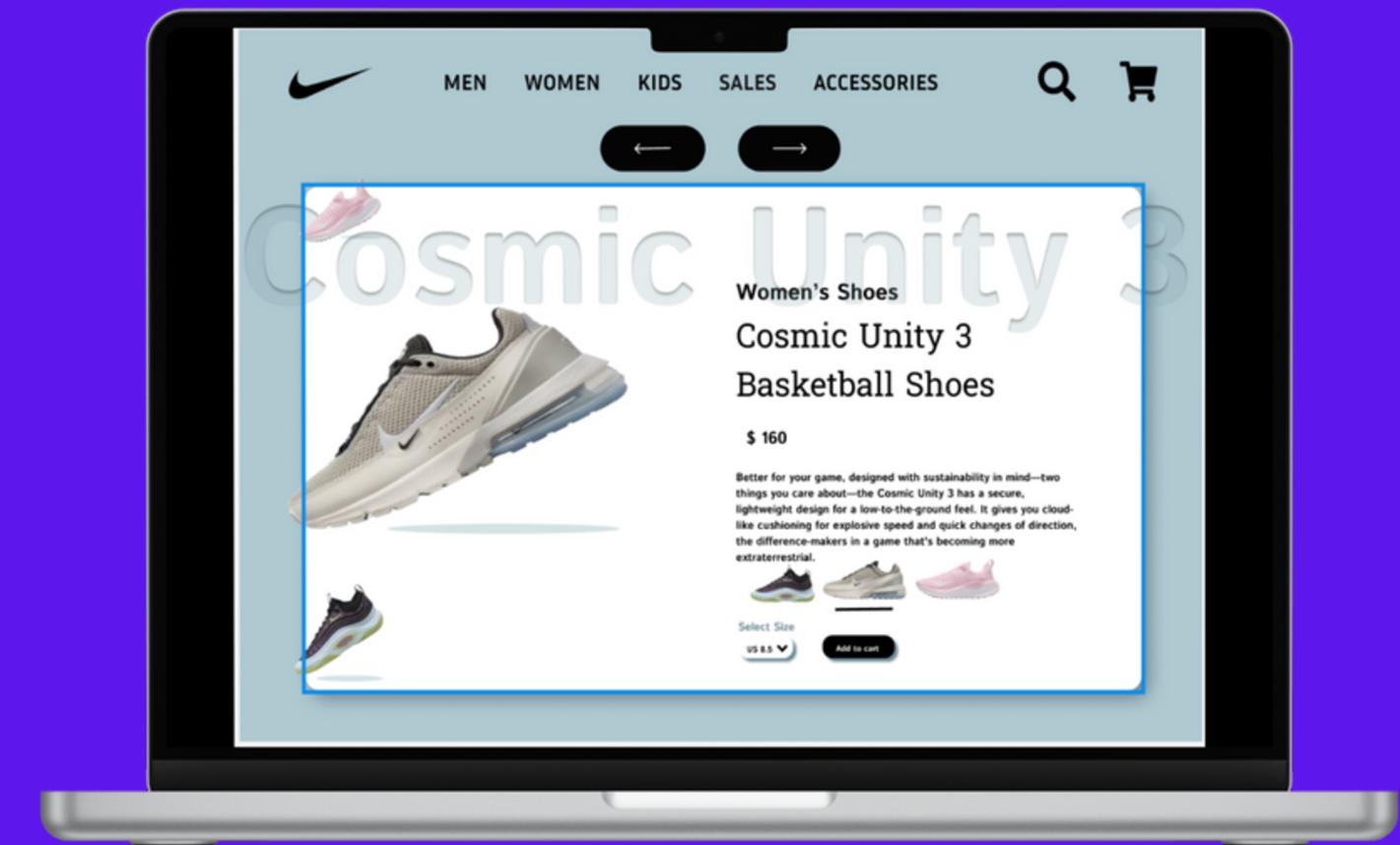
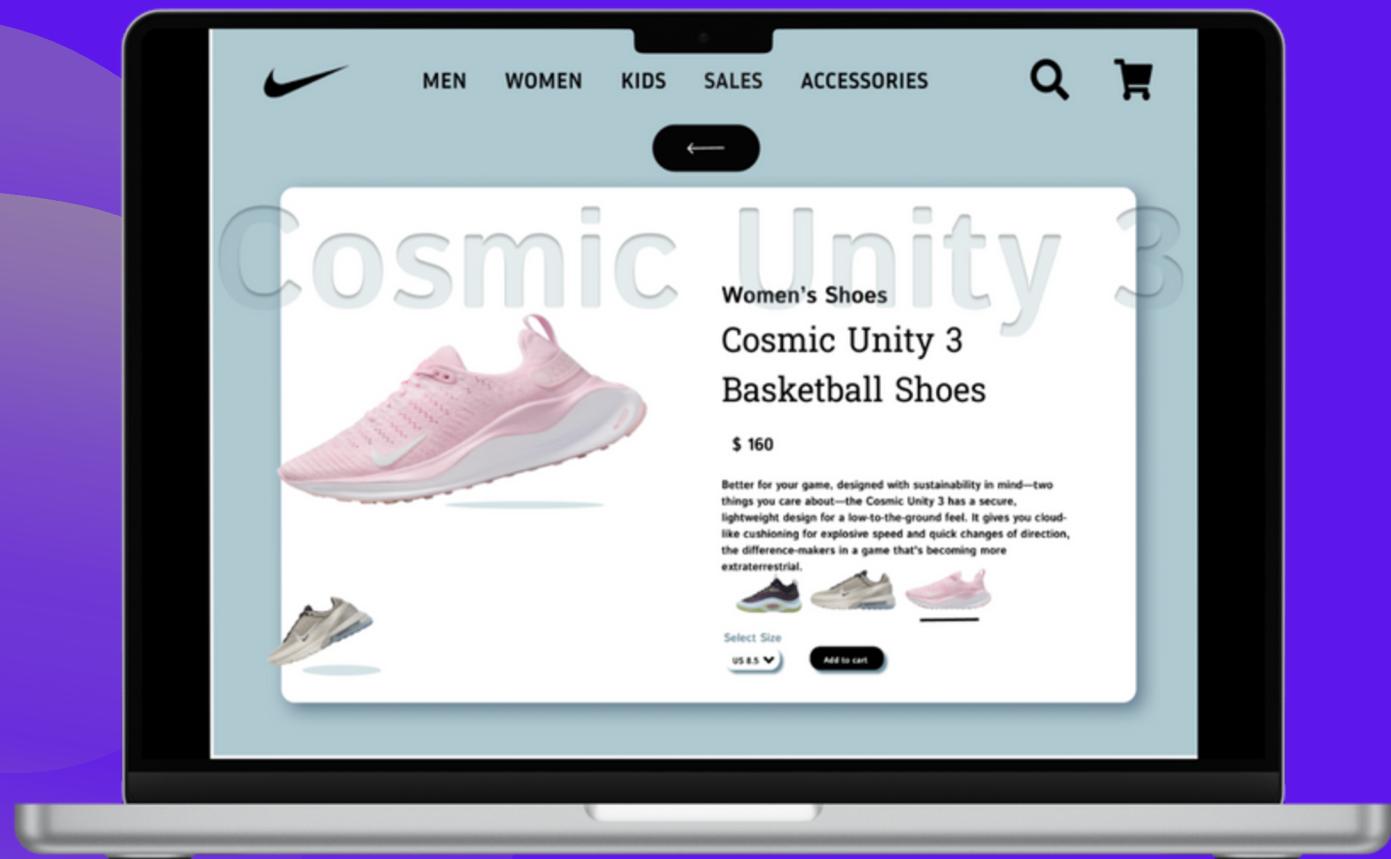
Created an interactive Figma prototype featuring smooth shoe variant transitions, hover effects, and bold product details. Incorporated user feedback to refine flow, responsiveness, and visual clarity.

## 4. User Testing & Refinement

Tested with 8 users to evaluate navigation, clarity, and impact. Adjusted design with improved hover effects, font sizing, spacing, and enhanced color contrast for better accessibility.



# Prototyping:



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# Features

1. Variant Navigation
  - Intuitive thumbnail-based selector for switching between product colors.
  - Seamless transitions between variants with engaging animations.
2. Product Highlights
  - A dedicated section for sustainability and product design details.
  - Large, bold typography for product names to emphasize branding.
3. Visual Appeal
  - A modern, minimalist design with a calm blue color palette to convey sophistication.
  - Micro-interactions like subtle hover effects and sliding animations enhance engagement.

# Outcome

- Improved Navigation: User testing showed a 30% increase in engagement with product variants.
- Enhanced Aesthetics: Feedback highlighted the clean design and visually appealing layout.
- Brand Alignment: The interface reflects the Cosmic Unity brand while providing a unique shopping experience.

# THANK YOU

