

# Diana Ahadpour

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# The Brief

Diana Ahadpour is a fashion brand which was founded by designer Diana Ahadpour in 2017. Diana and her team are elevating the fashion game using simplicity and sharpness of silhouettes. The brand is committed to providing all women with sophisticated fashion and inspiration for living confidently every day.



Industry

Fashion

Location

Dubai

Involvement

Web Design

Web Development

WordPress

Visit

[dianaahadpour.com](http://dianaahadpour.com)



# Mission

Diana Ahadpour approached us to help them conceive and launch their new website. We created a website that has a global feel, drawing inspiration from French and European fashion culture, while also making sure it still has the brand's essence of erudition and class.

Furthermore, we built an e-commerce platform using WordPress. This platform allows the brand to manage and sell their products on its website.



# The Design Approach

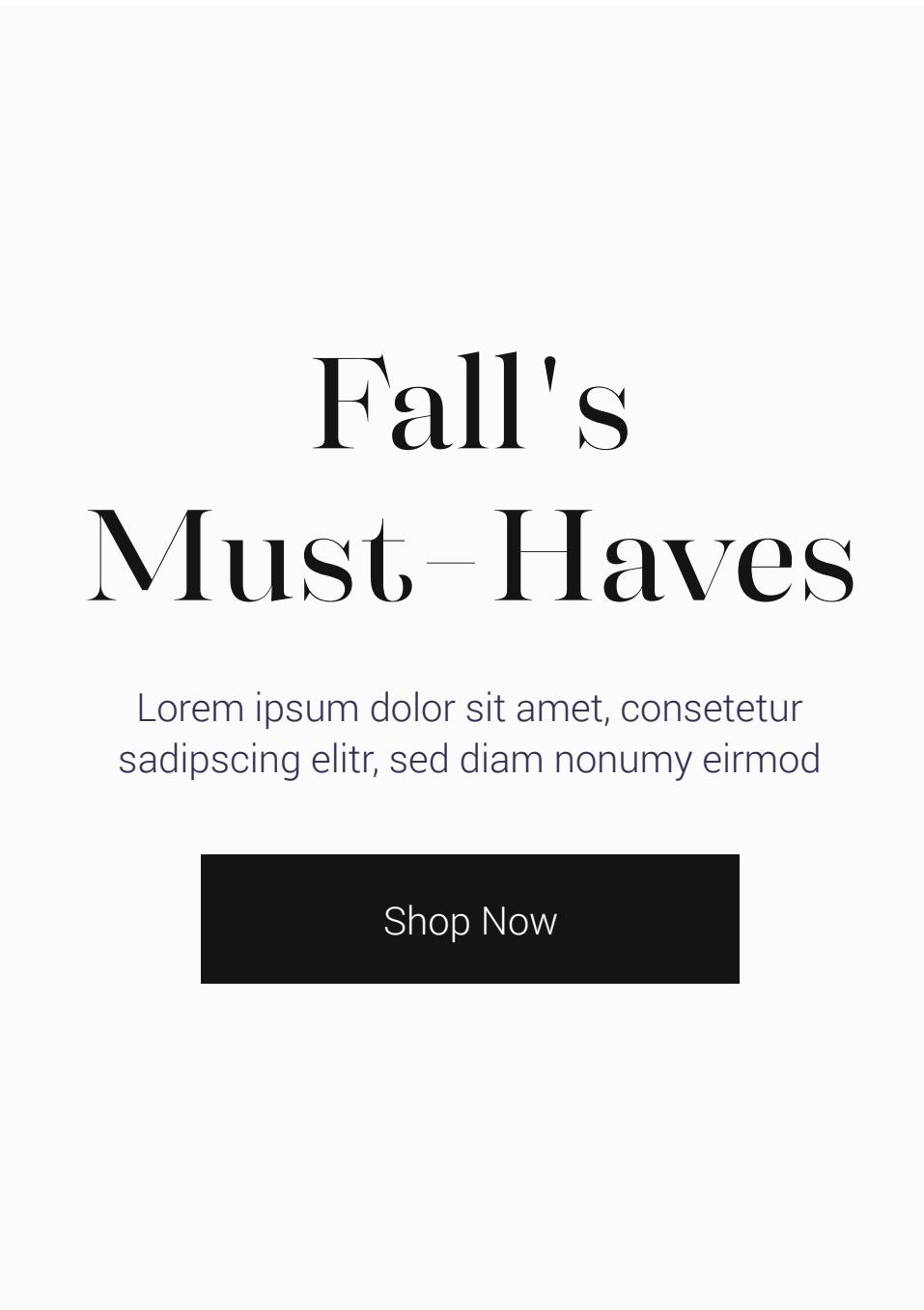
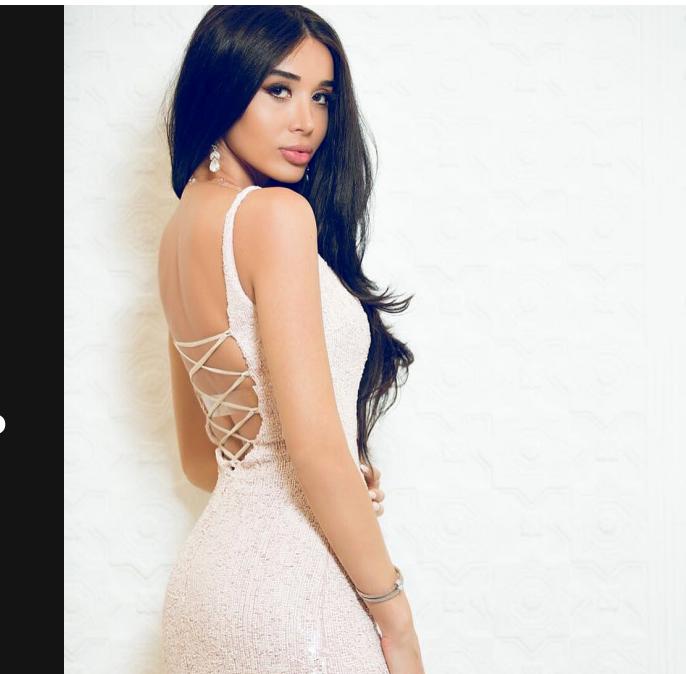
Techbay crafted an ultra-modern and chic visual representation of the company using monochromatic color pairings. Our UX design focused on clear user journey, making it easier for them to find popular pages and an overall clear site navigation.

Supporting the story behind the brand and its creators, we produced a visual narrative that integrated beautifully with the branding, content strategy and website.

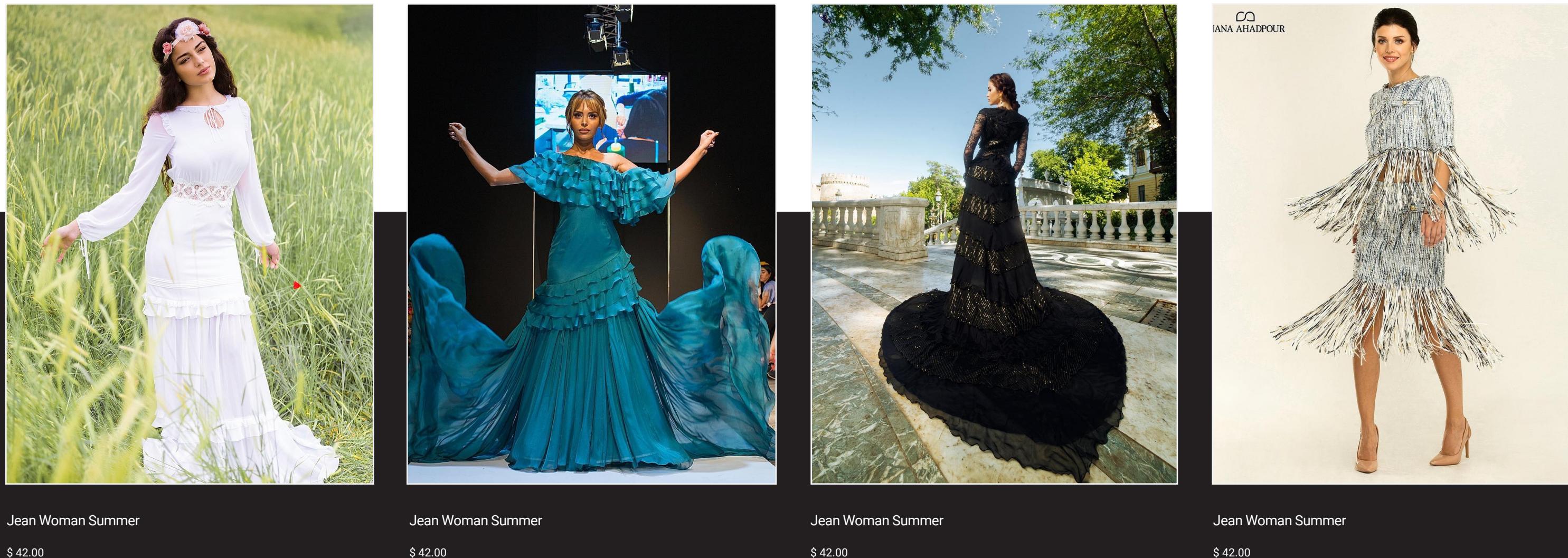
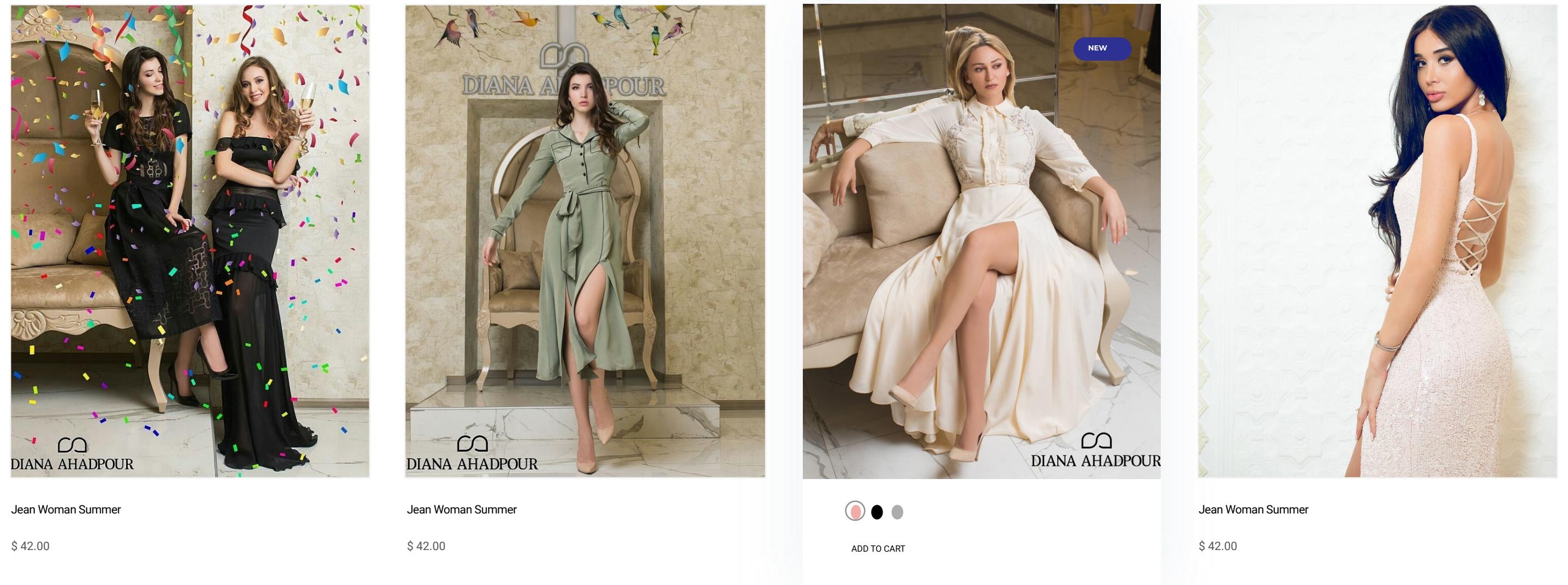


# Concepting

Our visual concept reflected the Diana's inspiration and taste. We wanted to give the site a pleasant with minimalistic touch and elegant feel – that brought the brands identity to life.



# Visual Design

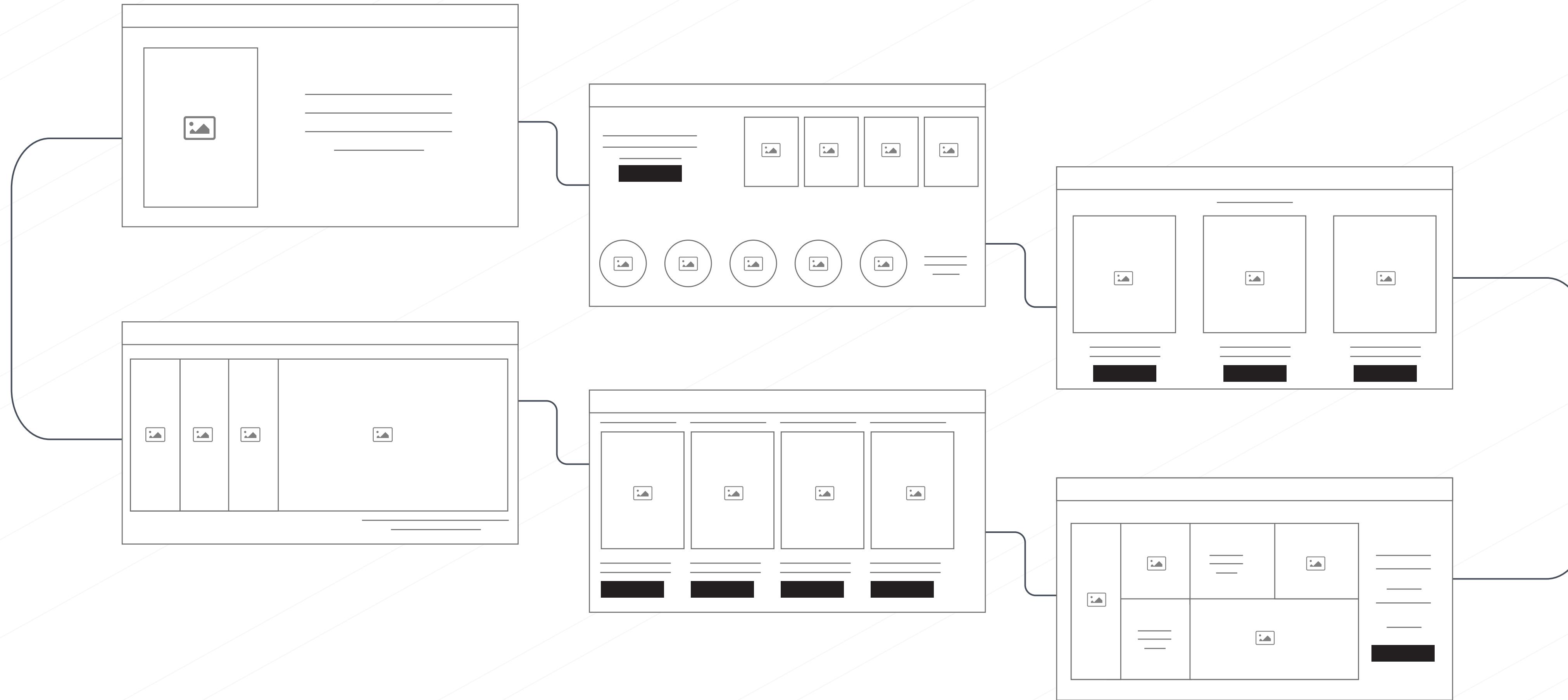


We found the right balance between bold imagery and white space to allow the products to speak for themselves.



# Wireframes

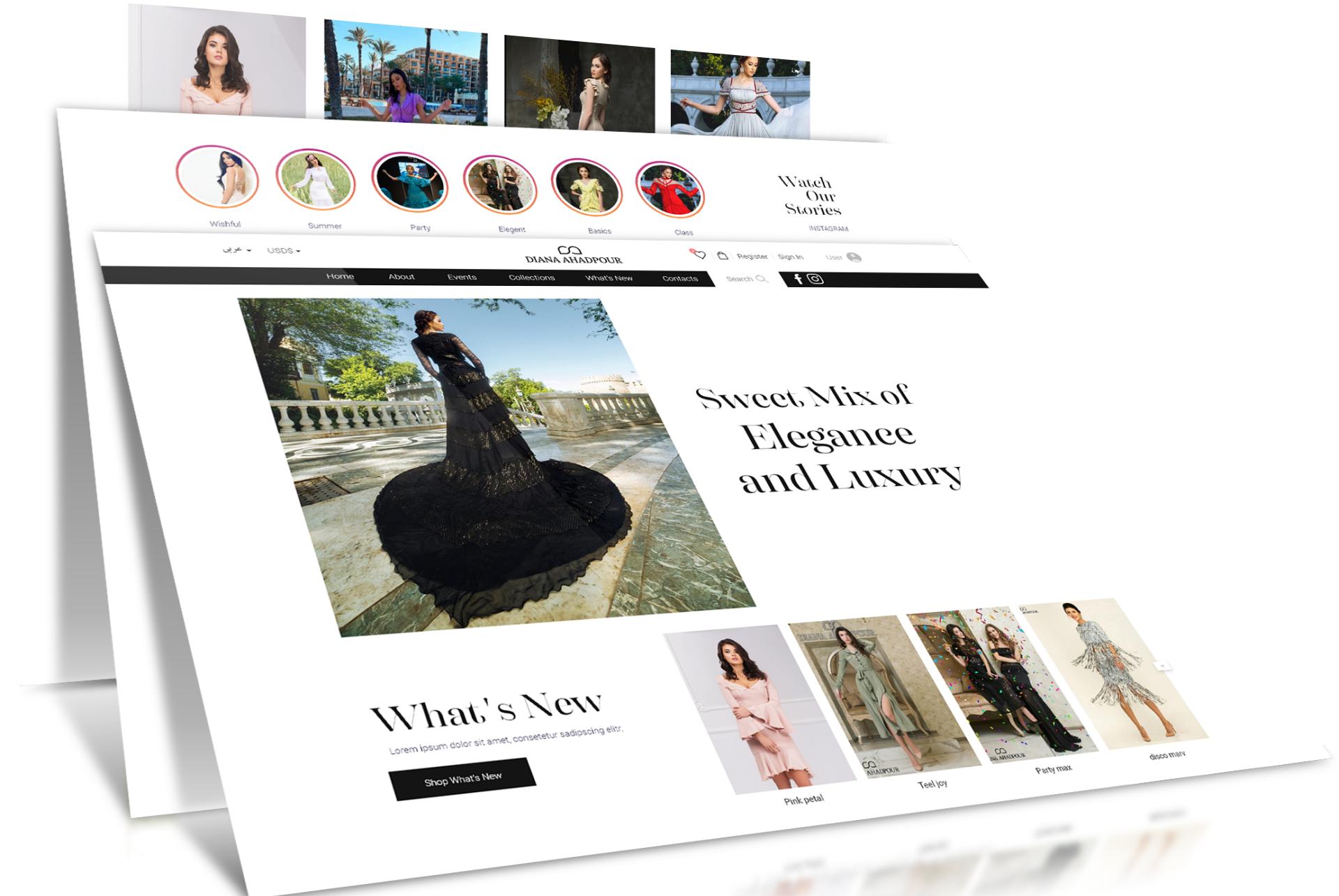
Diana needed a more visual web design, with a strong design features and smart functions. From browsing to check-out, we created a complete set of wireframes which mapped out an end-to-end customer journey, and we diligently considered the user flow across the website.



# The Right Website Experience

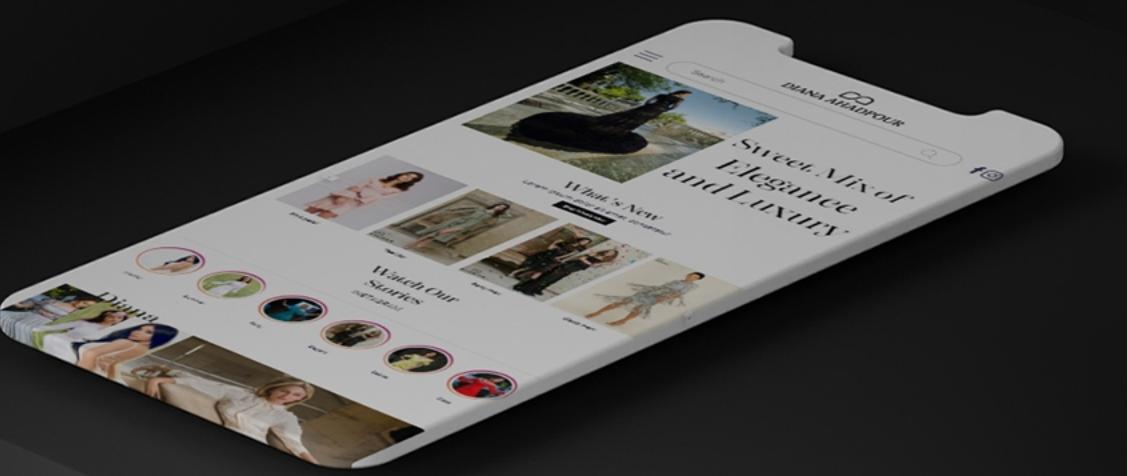
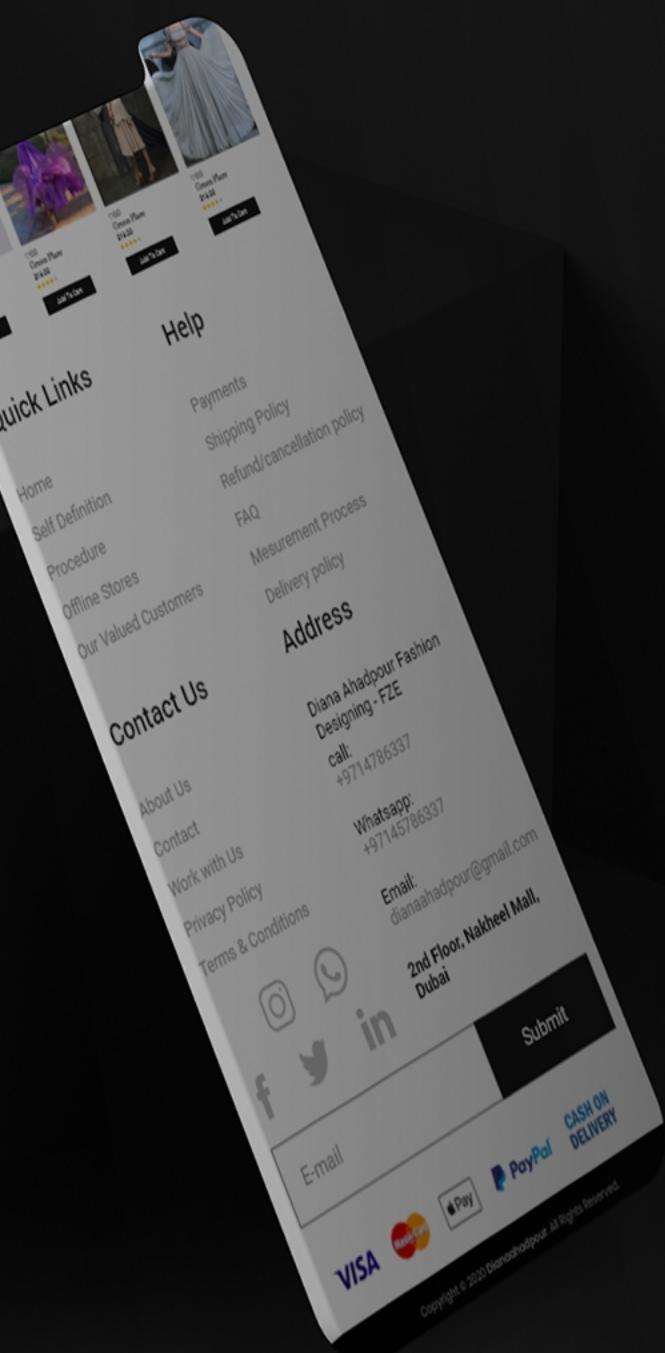
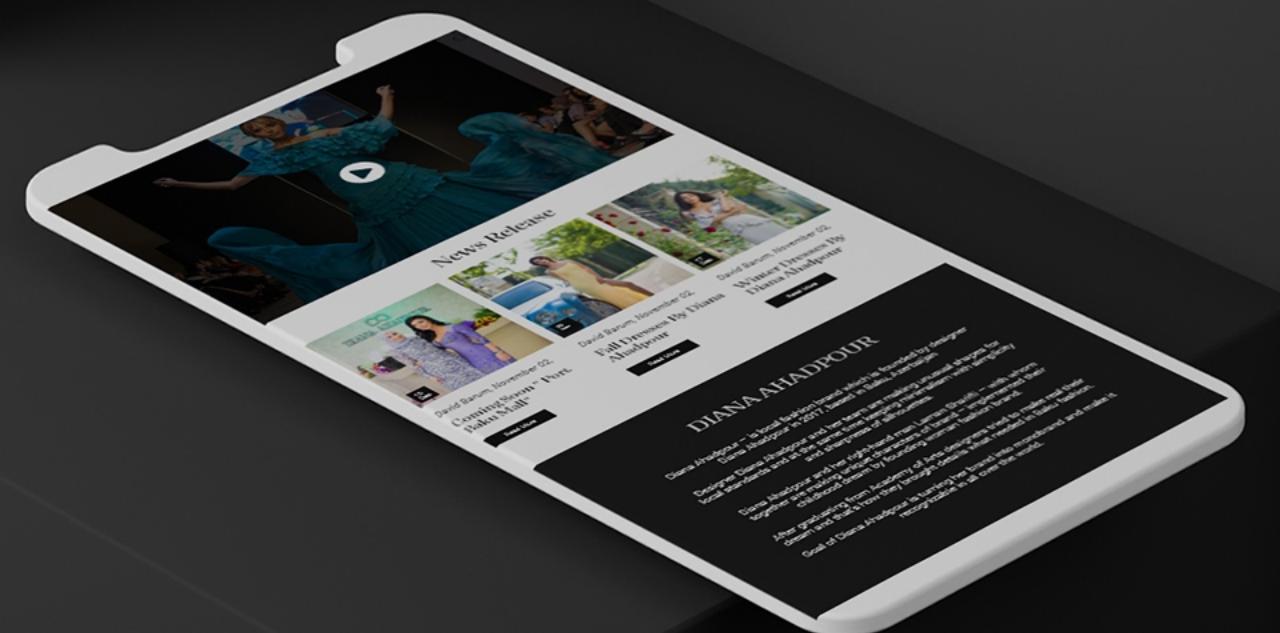
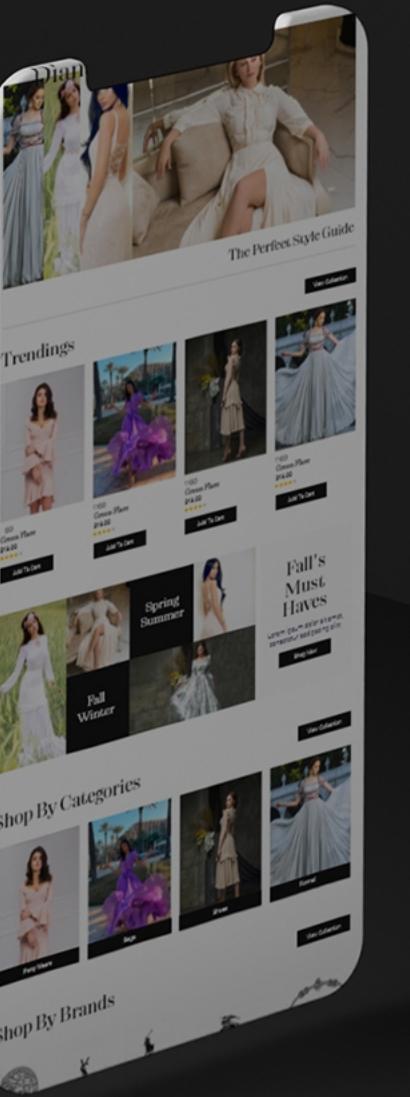
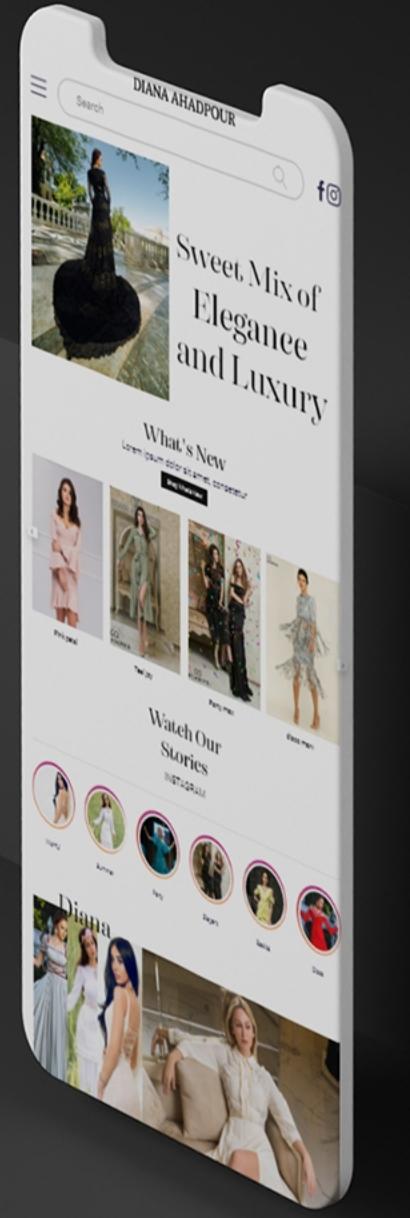
When you are in E-commerce, your website has to perform. Diana's online store required a robust approach to support their business. Our team engineered a responsive website with numerous features, including:

- Mobile Responsiveness
- Multiple Page Layouts
- Speed Optimized Design
- Easy Navigation
- Social Media Integration
- A Wishlist Feature For Customers Convenience
- Multiple Payment Options Such As Credit Card, And Paypal



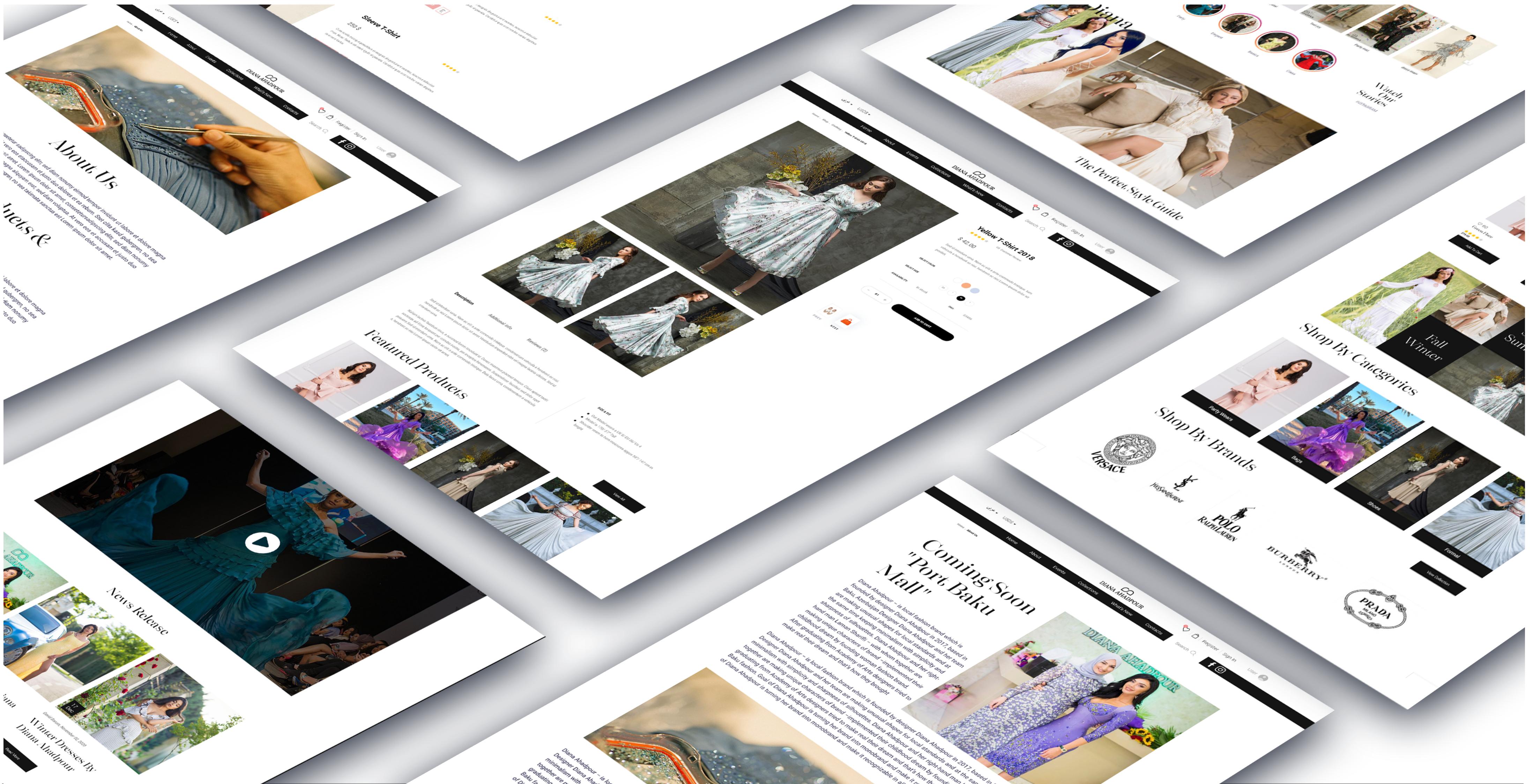
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We created a user dashboard to make a smooth shopping experience for the customers. The dashboard consisted of all customer details, including purchase history, profile details (name, address and billing) and Wishlist.

Also, the Teehbay development team created a mobile experience that felt light and speedy, perfect for users on-the-go. The final outcome of our hard work was a pixel-perfect online store with eye-catching imagery.





*"Techbay not only delivered a hugely successful E-commerce platform, but they went above and beyond to make sure the product was a success in user's eye. The team was a pleasure to work with!"*

---

– Diana Ahadpour





# Results

The visual identity that Techbay created for Diana positioned the among high-end fashion brands. We choose a minimalistie layout that highlighted the dresses. For the customer, the website delivers a smooth shopping experience from intuitive design to product ranges, alphabetical search and other categories. Overall, the new website provides a slick user journey.