

The background of the slide features a dark, semi-transparent image of a laptop. The laptop screen displays the 'Remote Portugal' website, which includes a header with the brand name, a navigation menu, and a large hero image of a person. The overall aesthetic is modern and professional.

# E-COMMERCE WEBSITE

## The brand

Remote Portugal is a Portuguese educational platform about remote work and its best practices.

## Product

Online store to sell print-on-demand t-shirts, mugs and other products.

## Goal

Design the new online store.

## Role

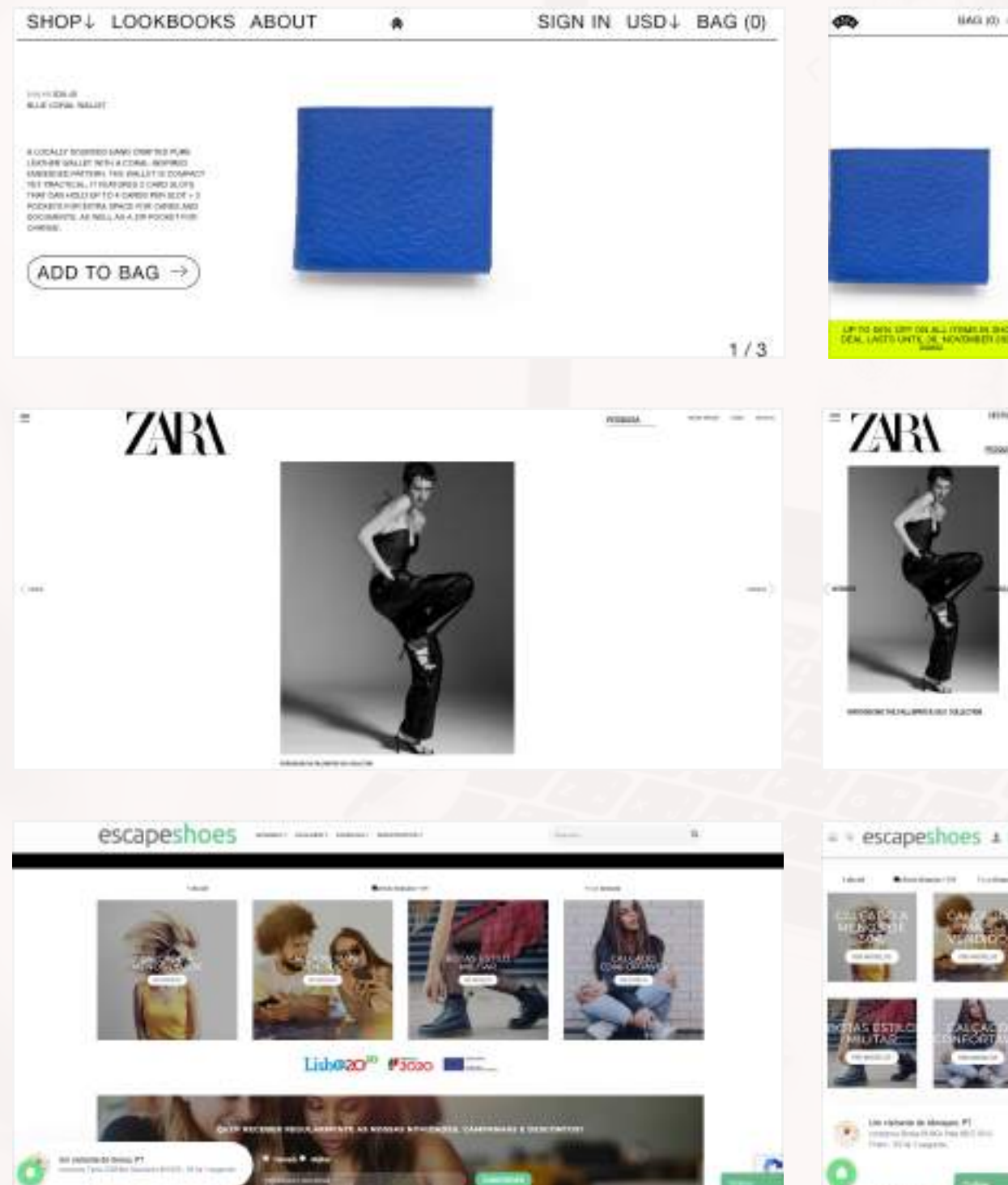
UX/UI Designer working directly with the WordPress Developer.

# BRANDING



As an established brand, Remote Portugal already had its visual identity well defined. This included: the logo, colours, typography and graphic elements. The website was already made so, their request was to help with the design of this new section of the existing website.

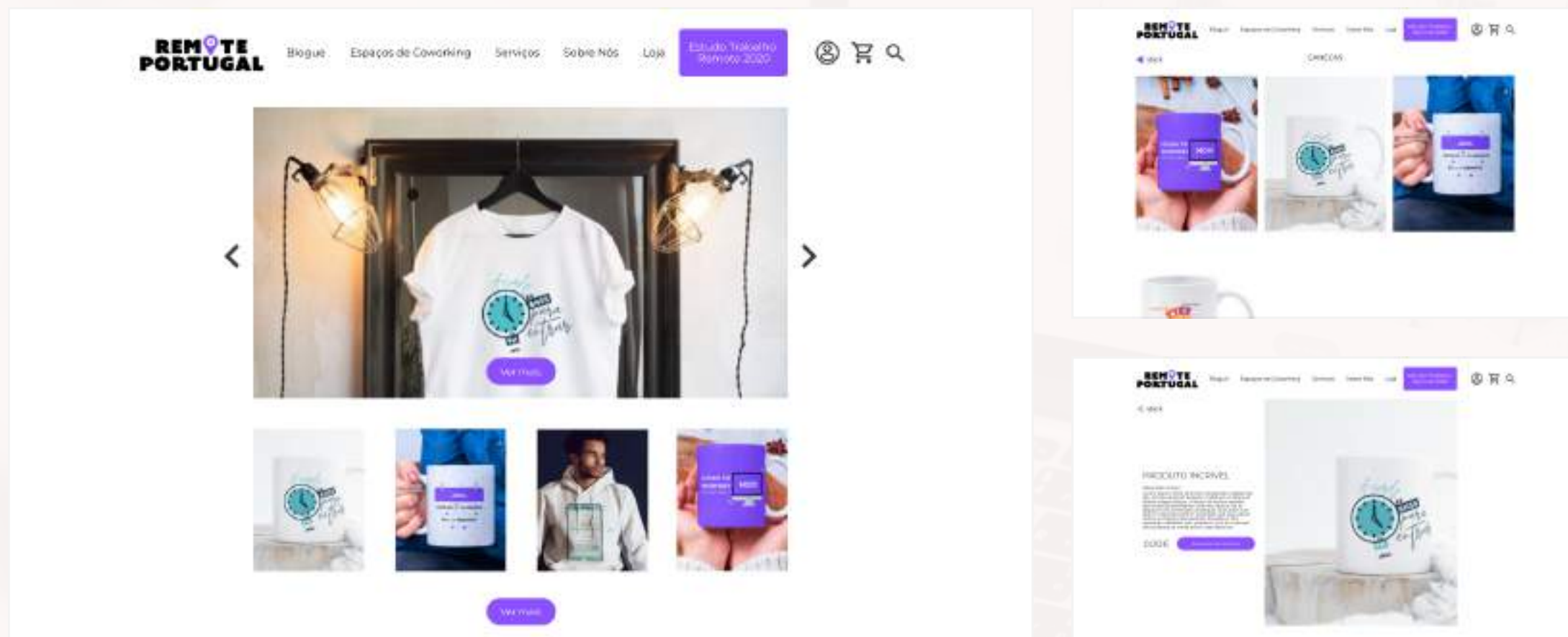
# RESEARCH



To ideate for the new e-commerce section, I explored WordPress-based websites, considering the platform's capabilities and limitations. Due to budget constraints, the focus was on utilizing free plugins like Elementor and Woocommerce.



# USER JOURNEY



Constrained by free plugins, I focused on a simple, effective user flow for product sales—the "happy path." This included designing the homepage, category and single product pages, and a responsive cart page for various devices.

# MOCKUPS



This project emphasized the crucial role of team communication in understanding constraints and aligning with the client's goals. Thankfully, I had creative freedom without client-imposed barriers or frequent changes. I kept WordPress constraints in mind throughout the design process.



# FLÁVIO MAMEDE

EMAIL

[flavioismamede@gmail.com](mailto:flavioismamede@gmail.com)

LINKEDIN

[linkedin.com/in/flaviomamede](https://linkedin.com/in/flaviomamede)

GITHUB

[github.com/flavioismamede](https://github.com/flavioismamede)

PHONE

+351 967 490 799