Beka

BEKA Website Redesign – UX/UI Case Study

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1. Project Overview

BEKA is an online clothing store aiming to deliver fashionable products through a digital shopping experience.
This project focuses on redesigning the BEKA website to enhance **usability**, **visual appeal**, and **emotional user experience**, ultimately improving customer trust and engagement.

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2. Problem Statement

The existing website suffers from two main issues:

- **Poor usability** caused by cluttered layouts, unorganized elements, and an unclear user flow.

- **Weak aesthetic and emotional UX**, resulting in a lack of trust, motivation, and perceived brand quality.

These issues negatively affect user engagement, task completion, and overall brand perception.

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3. Project Goals & Objectives

- Improve website usability and navigation clarity.

- Reduce distractions and simplify the user interface.

- Create a professional and visually appealing design.

- Strengthen emotional connection and trust in the brand.

- Enhance user focus on key actions such as browsing and purchasing products.

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4. Design Approach & Methodology

- Conducted **UI/UX analysis** of the existing website to identify pain points.

- Evaluated user flow and interaction patterns.

- Applied **User-Centered Design** principles.

- Focused on clarity, simplicity, and consistency.

- Iterative design process with continuous refinement of layouts, colors, and hierarchy.

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5. UI Improvements

- Introduced a clean and modern layout structure.

- Designed a consistent **Visual Design System** (colors, typography, spacing).

- Improved color harmony to reflect brand identity.

- Applied clear visual hierarchy to highlight primary actions.

- Reduced visual clutter and unnecessary elements.

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6. UX Improvements

- Redesigned the **user flow** to minimize steps and confusion.

- Simplified navigation and content organization.

- Improved readability and scanability of content.

- Guided users naturally toward key actions (e.g., Shop Now, Add to Cart).

- Enhanced overall ease of use and interaction clarity.

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7. SWOT Analysis

Strengths

- Improved usability and clarity.

- Professional and modern visual appearance.

- Stronger brand trust and emotional appeal.

Weaknesses

- Initial learning curve for returning users adapting to the new layout.

- Requires consistent future updates to maintain design quality.

Opportunities

- Increased conversion rates and customer retention.

- Stronger brand positioning in the online fashion market.

- Potential for mobile and app expansion.

Threats

- High competition in the fashion e-commerce market.

- User expectations continuously evolving.

- Competitors with more advanced personalization features.

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8. Tools & Technologies

- **Figma** – UI design and prototyping

- **UX Research & Analysis** – User flow and usability evaluation

- **Design Systems** – Color, typography, and layout guidelines

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9. Outcome & Results

- Clear and intuitive user flow.

- Reduced cognitive load and distractions.

- Improved visual appeal and brand credibility.

- More engaging and enjoyable shopping experience.

- Strong foundation for future feature expansion.

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10. Conclusion

The BEKA website redesign successfully transformed a cluttered and unengaging interface into a **user-focused, visually appealing, and trustworthy e-commerce experience**.
By improving both usability and emotional UX, the new design enhances customer satisfaction, strengthens brand perception, and supports business growth.