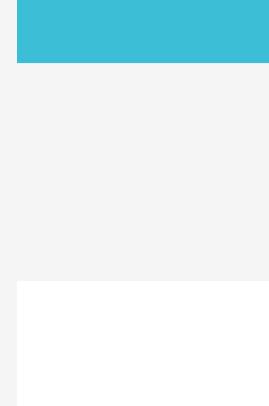


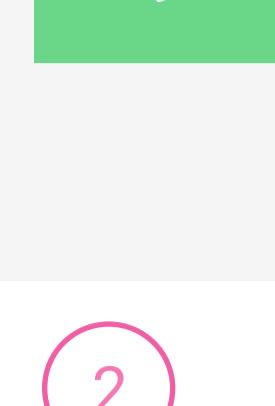
# Boommy shop

User friendly e-commerce CMS

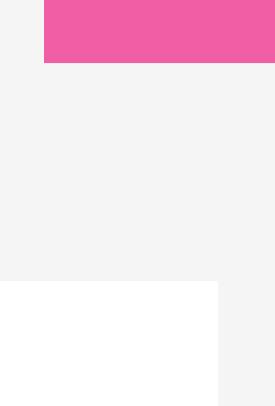
## ABOUT THE PROJECT



Part of major fashion portal [boommy.ru](#)



< 3 min needed to create your own shop



UI/UX tailored to a female audience

## ABOUT OUR WORK

1

100+ pages designed  
in one month

Our goal was to design a simple experience for users creating their own shops. We crafted UI specifically to attract a female audience.

2

Implemented a  
full-stack design cycle

We did all the work, from wireframes to the final design. At each step, we tested a focus group similar to the target audience.

3

Supported project for  
6 months after

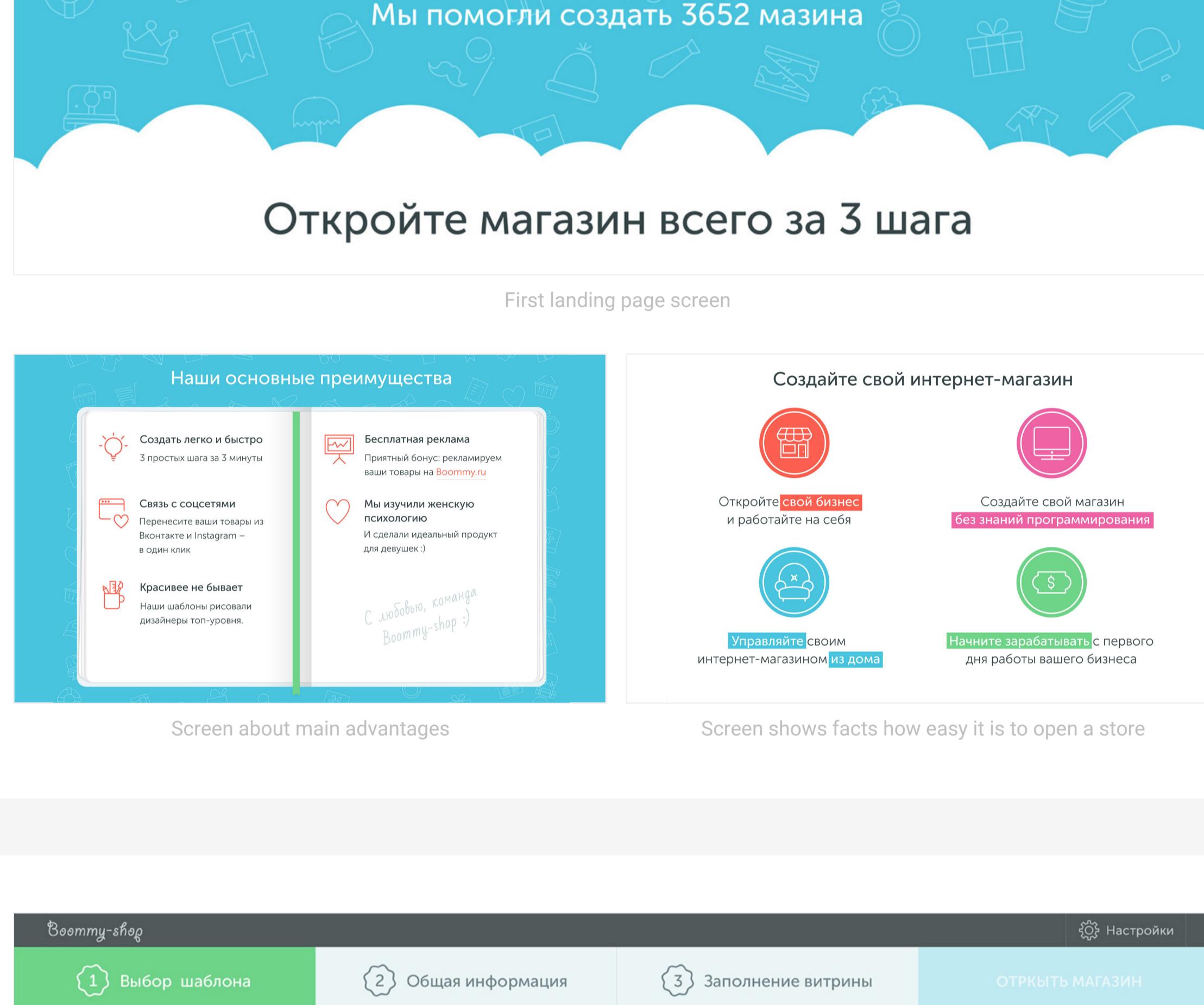
We continued to support the project even after its release, making UX improvements in response to real-world feedback.

4

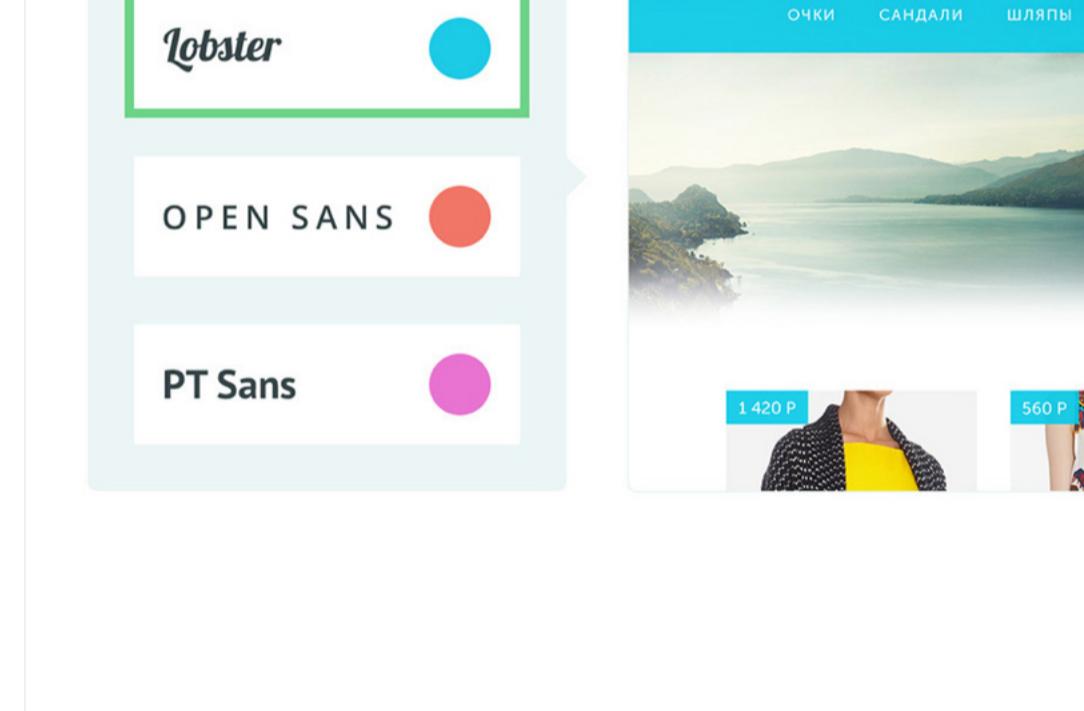
Created full  
design guidelines

We compiled all rules, element states and behavior, colors, fonts, and usage practice examples to make sure the team could follow it.

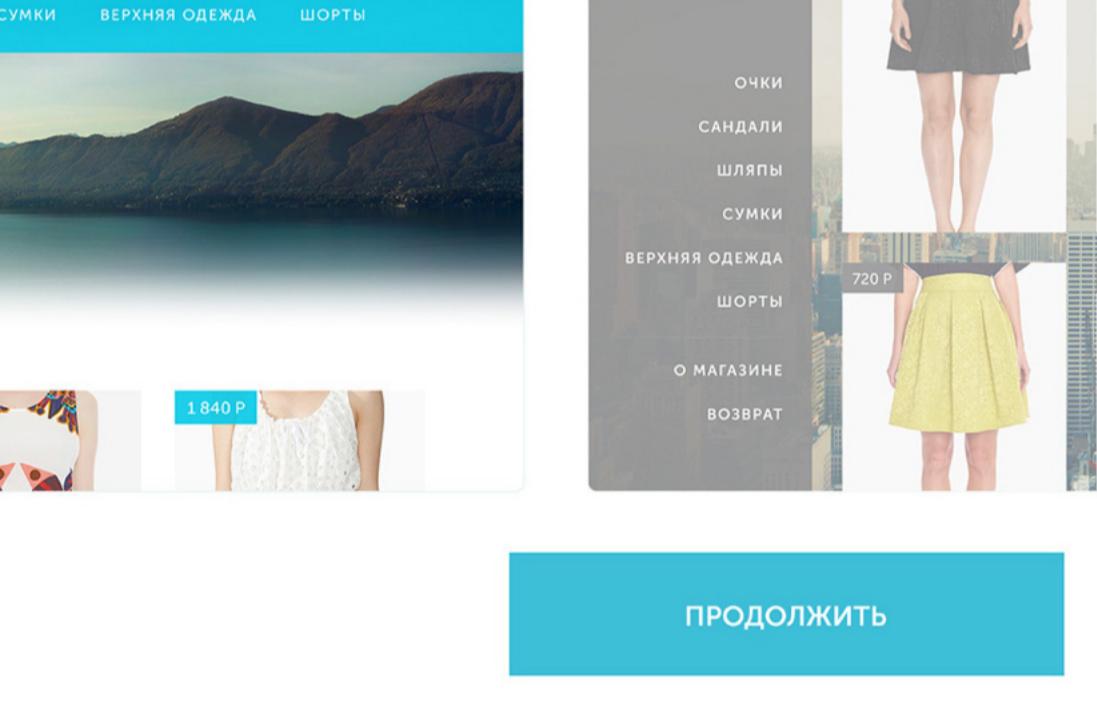
## EXAMPLES OF OUR DESIGN WORK



First landing page screen



Screen about main advantages



Screen shows facts how easy it is to open a store

## The first step

Start your own store in just 3 easy steps. At this stage, the user selects a template and style.

We developed 2 base templates, with 3 different styles for each. Creating templates is not an easy task, because they must work in most contexts, and it's difficult to imagine every customizable solution. You have to worry about fonts, flexible grids, and, for example, situations where a user decides to create more than 10 menu items.

Second style of first template

Third style of first template

## Adding items

A simple yet powerful form for adding new items to your shop. Add images, select brands, pick a color scheme (primary, secondary), integrate with social networks like VK and Instagram, and root Boommy's portal.

Even for that form, we designed all possible states of the elements and error handling.

Adding items popup

All states of adding items

## Mockups created for the project





CONTACT US

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Read more at [PixelPoint.io](http://PixelPoint.io)