UI/UX CASE STUDY

PROJECT OVERVIEW

I analyzed multiple E-Commerce websites specializing in stationary sales to gain insights and create a concept that reflects my analysis and findings.

INK WINK STATIONERS

WEBSITES

- STARAMSTATIONERS.COM
- EBS1952.COM
- CANVAZO.COM
- ITSYBITSY.IN
- SCOOBOO.IN

EXISTING WEBSITES ANALYSIS

Key points/Conclusion

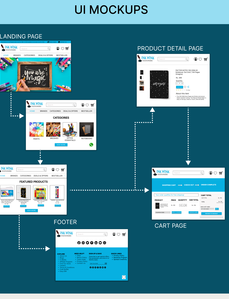
- Theme color is based on the logo or attractive colors like light green, blue, or pastel colors.
- The landing page includes a logo, a search bar, and some navigation icons.
- Categories are well defined at the top also and under that, they have a banner image that includes advertisements, sales, about, products, etc
- Website content - they make categories like in-depth for easy access.
- CTA buttons are used like chat with us, add to cart, send, etc
- Some websites make it interactive by adding blogs, tutorials, etc.
- About them section
- Footer - they include a section with quick links, a help section, policies, a map view, newsletter signup, etc.

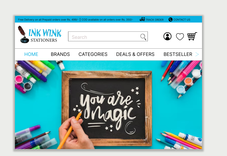
CONCEPT AND WIREFRAME

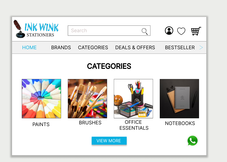
Desktop landing page wireframe of stationary shop

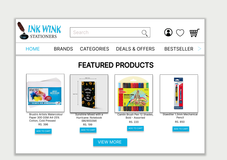
- After analyzing websites I've come up with a simple yet easy website page.
- Some websites didn't have well-defined categories so I've finalized some categories which will be there as we move downward.
- Some new features I will include - customized kits, product demo videos, upcoming events, workshops, tutorials, etc
- A category for Artists to sell their art prints or paintings as well.

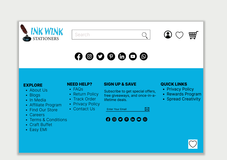
UI MOCKUPS

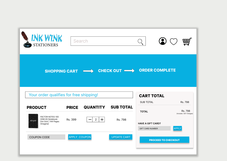


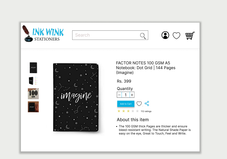












THANK YOU

-BY PRIYA KESARWANI