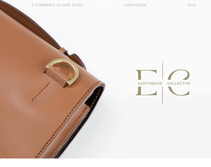


EC
EARTHWOOD COLLECTIVE

EC
EARTHWOOD COLLECTIVE

Earthwood Collective, a renowned Nigerian leather goods brand with a green brand, is committed to delivering premium quality leather products to its clientele.

UX/UI Case Study

Role
UX/UI Designer

Project Duration
4 Weeks

Tools Used
Figma

Overview

In this UX case study, we will delve into the challenges faced by Earthwood Collective, a leading Nigerian brand, and explore the strategies and methods to digital transformation. The goal is to enhance their online presence, boost customer engagement, improve sales, streamline operations, and ultimately, maintain their competitive edge in the ever-evolving leather goods market.

Problem Statement

Earthwood Collective's current online ecosystem faces challenges in user experience, with a cluttered and confusing website is not adequately optimized for mobile devices, leading to slow load times and poor mobile usability. The lack of a clear and intuitive ordering system is overwhelming for users, leading to potential cart abandonment and frustration.

Solution

To address these UX challenges and enhance the brand's digital presence, Earthwood Collective should implement a comprehensive UX/UI redesign. This involves streamlining the ordering process, ensuring mobile optimization for a seamless user experience, and incorporating high-quality product images and detailed descriptions. Additionally, integrating a user-friendly search feature and implementing a robust backend system for inventory and order management will further enhance the customer support infrastructure.

DESIGN PROCESS

PROJECT TIMELINE

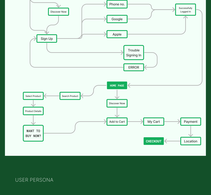
USER INSIGHTS

70.6%
Of users are happy with the brand's product catalog

22%
Of users are using sales but prefer shopping in-store over online sales

69.3%
Of users want a quick and seamless mobile experience

USER FLOW



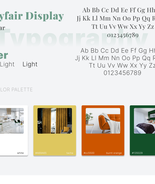
USER PERSONA

Siya, 27
Financial Analyst
"Elegance and luxury"

Bio
Siya likes to buy high-quality clothing items and accessories. She is passionate about hand-crafted quality products that are not widely available.

Pain Points
Siya is always busy and doesn't have time to browse through a large collection of products. She is also concerned about receiving low quantities.

Needs & Goals
- Ease of payment process
- Promotional offers and discounts
- Personalized product recommendations



Musa, 33
Business Developer
"How I present myself reflects who I am"

Bio
Musa is a young entrepreneur who values style and self-expression. He works in a fast-paced industry and likes to keep up with trends. He appreciates brands that offer both quality and meaningful, refreshing his personal taste.

Pain Points
He sometimes receives the wrong size item, and the return process is a hassle. He also worries about receiving fake or low-quality items.

Needs & Goals
- Unique fittings
- Exclusivity
- Efficient return process

TYPOGRAPHY

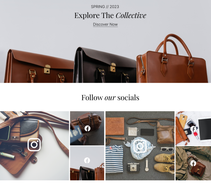
Playfair Display
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Inter
Extra Light Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

COLOR PALETTE



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The *Collective*
Shop Now

LUXURIOUS *and* CONTEMPORARY APPEAL *for* EVERYBODY
Discover Now

SPRING 2 2023
Explore The *Collective*
Discover Now

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NAVIGATE	GET HELP	SOCIAL	CUSTOMER SERVICE	NEWSLETTER
Shop	FAQ	Instagram	Instagram	Subscribe to get the latest update from Earthwood Collective
About	Delivery	Facebook	Facebook	Email
The Collective	Order process	Tiktok	Tiktok	SUBSCRIBE
	Returns			

THANKS FOR WATCHING

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UX/UI DESIGNER

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