

UX/UI Design for MAKI

Website design for an online store of a famous Ukrainian brand of fashionable clothing and accessories.

Solutions

Design

Technologies

Adobe Illustrator, Adobe Photoshop, Figma, Sketch, WooCommerce, Wordpress

Country

United States

Challenge

Our mission was to create a unique design for the new MAKI's website. We had to provide the client with a **UX/UI design solution** that would complement the brand's philosophy and give the digital storefront the charm it needs to best convey the individuality and sophisticated taste behind every one of the brand's products.

Industry:

E-com & Retail

Project Duration

6 months

Team Composition

Designers – 2

Solutions

We were diligent in our research. We interviewed MAKI's fashion designers and their most devoted customers to fully understand the brand's philosophy. We studied expert opinions and behaviors of general fashion lovers to gather insights and identify the latest trends in the eCommerce fashion domain. The storefront was designed to be built using WordPress and WooCommerce which provided our designers with great flexibility and a wide range of options for the implementation of our design concepts. In close collaboration with the client via Figma, our designers wireframed and prototyped the website, refining every visual element, every interaction and user flow to look and feel remarkable for the user. We completed the **WooCommerce** tools with our unique themes and customizable layouts.

Platforms:

Design

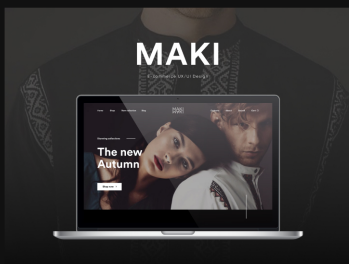
Mobile

Web

Our Development Expertise

We are experts in many other advanced technologies, languages, and web development tools that can push your PHP-powered solution even further. Tell us what you're aiming for, and we will help choose the best technology and talent for your goals.


 Java	 PHP	 GO	 Node.js	 Python
 C#	 JavaScript	 React	 Angular	 .Net



Results

In 3 months of thorough research, wireframing, and prototyping, we tailored the design that tastefully wraps an extensive set of powerful eCommerce features into minimalist forms, clear and sensible layouts, and a compelling digital shopping experience. From catalog to product pages to checkout, MAKI's new website captivates customers with aesthetic pleasure, desire, and some quality shopping time.

 **87%**
Satisfaction rate

 **57%**
Conversion of mobile app

 **7%**
Bounce rate decrease