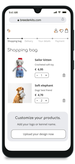
BREEDER KITS

Online store & brand

Product Design, Branding, UI/UX design

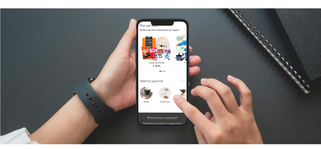


A case study by Orsolya Horvath

Objective	Build a cohesive brand for an online store
Overview	In this solo project I was instructed to build a cohesive brand for an online store with basic navigation and clean design to provide a dynamic experience, avoiding complex and unintuitive navigation systems that are common in online stores.
Duration	2 weeks

Content

1. Brand presentation
2. User stories
3. User flow diagram
4. Low fidelity wireframes
5. Brand guidelines document
6. Mid fidelity wireframes
7. Prototype
8. User test & analysis
9. Final design for mobile
10. Final design for desktop
11. Takeaways
12. Next steps

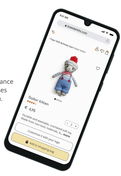


Brand presentation

I decided to design a webstore that sells supplies for pet breeders. Its special focus is on starter kits that breeders provide to new pet owners when they sell a kitten or puppy. In addition to offering standard toys and equipment, the store also features customization options, allowing breeders to add their own logo or kennel name to the products.

General appearance

I aimed to create a professional but friendly appearance that is easy to see through, it's minimalist and focuses on the products without too much visual distraction.

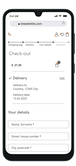


I selected a clean color palette with neutral colors, so the brand colors don't clutter the product images. In order to add some liveliness, positiveness and vibrant impression, I added an orange that is also present in the logo. However, this color will only be used in moderation.

Aa **Aa** Aa

The typefaces are clean, easy to read. The accent typeface of the brand is Comfortaa, that provides a friendly impression with its rounded corners. It is used for headers, and it is also used in the logo.

The body text is showcased in Open Sans fonts for good legibility.



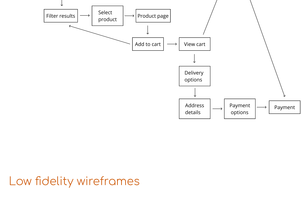
User centric design

Some of the most excellent breeders are the ones that have been collecting experience for over decades. Due to their mature age, they might not have been focusing on technical developments. The modern and clean design of the online store provides a sleek and simple shopping experience for everyone.

User stories

Shopping as guest	As a new customer, I want to access the inventory without having to register, so that I can make sure this store has what I'm looking for before having to create an account.
Shopping cart	As a customer, I want to be able to place multiple items in a shopping cart, so that I can purchase more than one item at a time.
Payment options	As a customer, I want there to be a variety of payment options, so that I can choose the payment method that suits me best.
Product ratings	As a customer, I want to see what other customers have said about products and how they have rated them, so I can better judge whether the item is right for me.

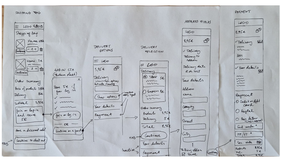
User flow diagram



Low fidelity wireframes

User flow - Shopping as guest

User flow - Payment as guest



Brand guidelines document

Brand guidelines

BREEDER KITS

Brand identity

Breeder Kits is a webstore that sells supplies for pet breeders. Our special focus is on starter kits that breeders provide to new pet owners when they sell a kitten or puppy. In addition to offering standard toys and equipment, we also offer customization options, allowing breeders to add their own logo or kennel name to the products.

Breeder Kits aims to create a professional yet friendly atmosphere, demonstrating a deep understanding of breeders' needs.

We at Breeder Kits believe, that being a good breeder doesn't need to mean being a tech expert. The modern and clean design of the online store provides a sleek and simple shopping experience for everyone.

Values

Customization: Personalized options to reflect each breeder's identity.

Professionalism: A reliable and knowledgeable service with a friendly touch.

Understanding: Deeply understanding and catering to the needs of breeders.

Selection: Offering the most suitable products for breeders and their pets.

Mission

Provide a wide selection of customizable starter kits and supplies that meet the unique needs of pet breeders considering most budgets.

Vision

To be the leading online destination for pet breeders looking for professional, customizable supplies and starter kits.

Guidelines

1. Maintain a consistent look and feel across all pages and materials.
2. Use the same color palette, typography, and tone throughout the website.
3. Ensure all branding elements align with the professional yet friendly atmosphere of Breeder Kits.

Colors

Soft Cream	Charcoal Gray	Rust Orange	White	Pale blue-gray
#F3E5AB	#3C3C3B	#CC5500	#FFFFFF	#EBEAED

Logo

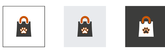
Full logo

BREEDER KITS
On white background

BREEDER KITS
On gray background

BREEDER KITS
On dark background

Small logo / favicon



How not to use the logo

DON'T
Don't use an orange color background

DON'T
Don't change the color of the bag handle/letter D.

DONT
Do not use white fonts on gray background.

Typography

Headers
Typeface: Comfortaa

Body text
Typeface: Open Sans

Lorem ipsum
Light 24
Comfortaa

Lorem ipsum
Bold 20
Comfortaa

Lorem ipsum
Bold 16
Open Sans

Lorem ipsum
Regular 16
Open Sans

Lorem ipsum
Regular 13
Open Sans

Tone and voice

- Friendly and approachable
- Knowledgeable and trustworthy
- Professional yet warm
- Supportive and empathetic in customer interactions.
- Clear and informative in product descriptions and guides.
- Enthusiastic and engaging in marketing materials.

Image style

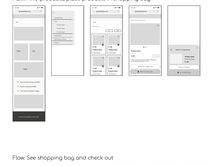
Include images of both the products and their use in real-life settings.

For the products, use well-lit photographs with clean backgrounds.

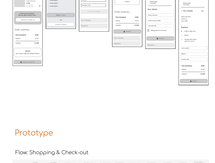
High-quality, vibrant images showcasing happy pets.

Mid fidelity wireframes

Flow: Find products, place products in shopping bag



Flow: See shopping bag and check out



Prototype

Flow: Shopping & Check-out

User test

Utilizing the prototype, I conducted a user test with 4 participants.

Scenario

Imagine, you want to buy 1 or 2 soft toys. Aim to place the products in the shopping bag, proceed to payment without registration. Pay with credit card.

Results & analysis

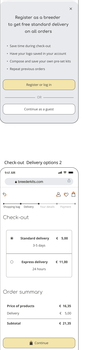
Pain points	Priority	Iteration
Colors are missing	None	Final visual design is meant to have colors
Progress bar during payment is missing	Preferential	Add progress bar
Confusing data about shipping costs	Critical	Add clarification, show delivery and return conditions early on.

Final design - Mobile

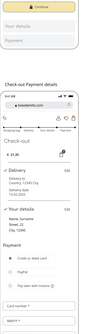
Home

Hamburger menu opened

Filtered results



Product page



Bottom drawer - Confirmation

Shopping bag

Bottom drawer - Save €5 banner

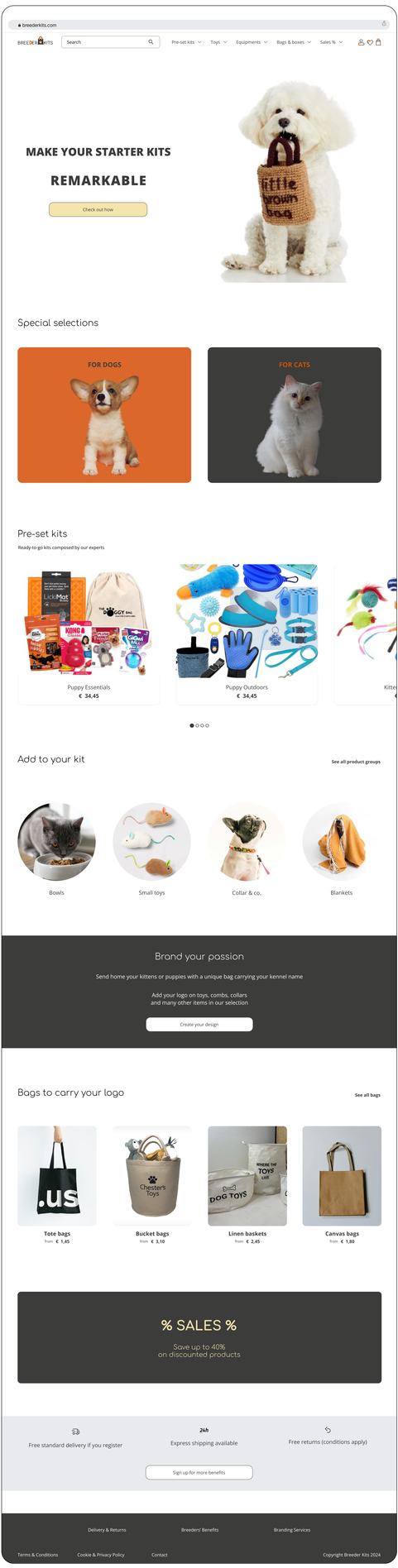
Check-out Delivery options 1

Check-out Delivery options 2

Check-out Address details

Check-out Payment details

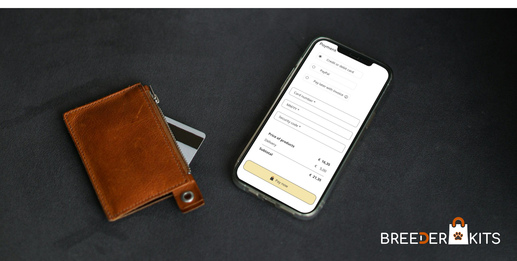
Final design - Desktop



Takeaways

Cohesive Branding

To develop a cohesive brand and design a webstore that represents the seller's identity while focusing on the needs of their customers, I empathized with both the seller and their customers. It was a fascinating experience to represent both parties simultaneously. Focusing on cohesiveness at each step of the design process, made this project even more exciting.

Online Store Design

During this project, I dived deep into the principles of user-friendly webshop design. By analysing numerous webstores, web apps and native apps across both mobile and desktop platforms, I gained a deep understanding of the best practices for creating simple, visually appealing interfaces with intuitive navigation.