



CASE STUDY 01

E-Commerce & Retail Experience

UI/UX Designer · E-Commerce Experience Design · Responsive Web Design

Scope at a Glance

Industry

E-Commerce & Retail

Role

UI/UX Designer & Front-End Implementation

Duration

Self-Initiated Portfolio Projects

Tools

Figma, HTML, CSS, JavaScript, Wix Studio

Platforms

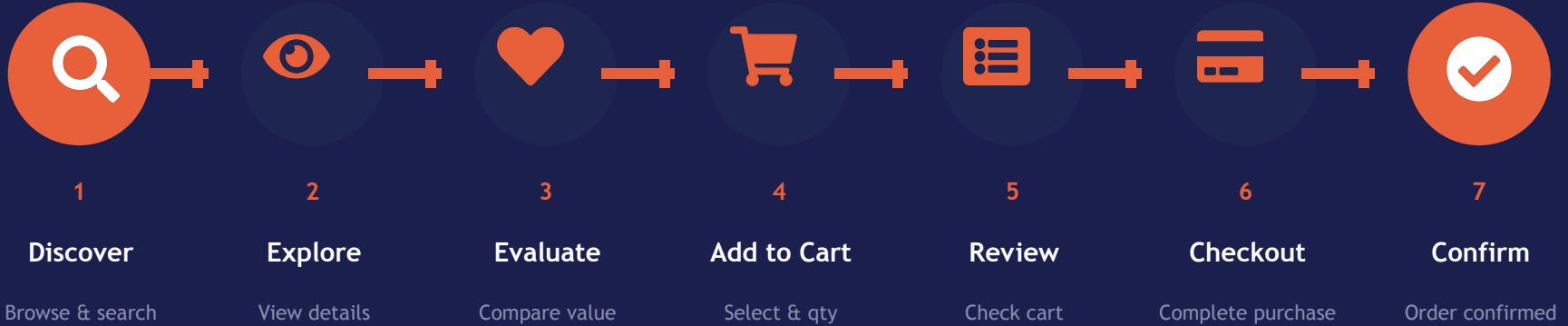
Desktop & Mobile

PROJECTS INCLUDED

- 01 Dessert Ordering Experience
- 02 Sneaker Product Experience
- 03 Fashion Marketplace Experience
- 04 Grocery Marketplace Experience
- 05 Vistara Nexus Store ★ Real Project

USER JOURNEY

How Users Move Through the Experience

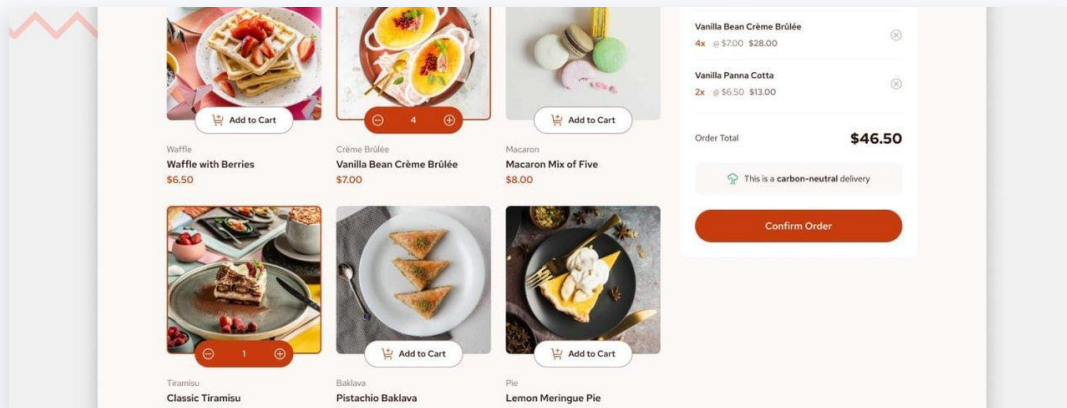


KEY PAIN POINTS ADDRESSED

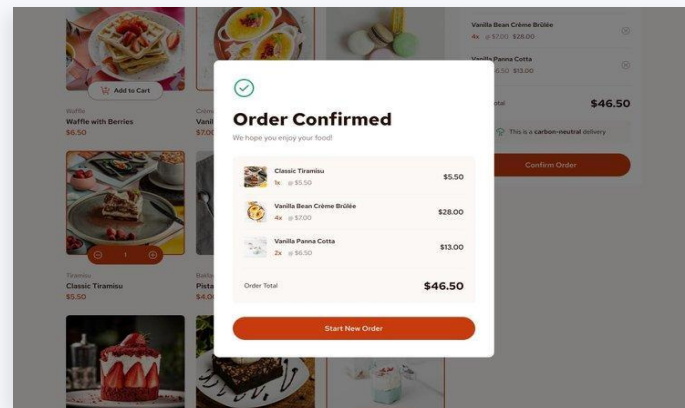
- Poor product discovery
- Low purchase confidence
- Cart abandonment
- Complex checkout flows
- Poor mobile experience

Dessert Ordering Experience

[Live: arunankrn81.github.io/product-list-with-cart-main](https://live:arunankrn81.github.io/product-list-with-cart-main)



Desktop – Product Browsing



Order Confirmation Modal

KEY FEATURES

Product-First Layout

Real-Time Cart Updates

Quantity Controls

Order Confirmation Modal

Mobile-First

D1 Persistent Cart Sidebar

Cart stays visible – users never lose track, reduces abandonment.

D2 Qty Controls on Card

Inline +/- means no context switch to adjust quantities.

D3 Confirmation Modal

Full summary before final confirm reduces errors.

D4 Mobile-First Layout

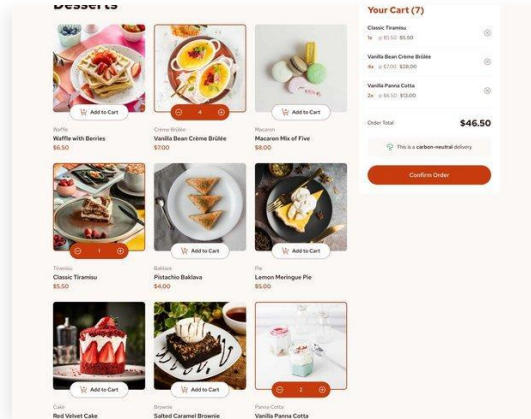
Single column + sticky cart for cross-device consistency.

Sneaker Product Experience

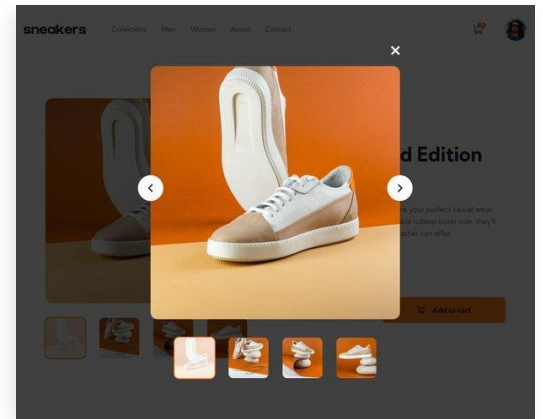
[Live: arunankrn81.github.io/ecommerce-product-page-main](https://arunankrn81.github.io/ecommerce-product-page-main)



Default Product Page



Cart Filled State



Lightbox Gallery

D1 Large Hero Imagery

Full-width photo builds confidence before specs are read.

D2 Lightbox Gallery

Zoom for material inspection – critical for footwear decisions.

D3 Cart Dropdown

Cart from nav without leaving product page.

D4 50% Discount Badge

Bold badge drives urgency & highlights value.



Mobile

Fashion Marketplace Experience

Dream Axis Mart · [Live: arunankarunawathar.wixstudio.com/my-site-4](https://www.wixstudio.com/my-site-4)

The screenshot displays a fashion marketplace interface. On the left, a category sidebar includes a price filter (set to \$1) and a 'Color' section with options: White (checked), Green, Red (checked), Blue, Yellow, and Brown. The main product grid consists of six items:

- Linen Shorts & Top**: AED61.00, 4.7 (9) stars, Add to Cart button.
- Cardigan Sweater**: AED60.00, 4.2 (13) stars, Add to Cart button.
- Long Sleeve Sweater**: AED39.00, 4.6 (10) stars, Add to Cart button.
- Three items in the second row are marked with green 'New' badges.

Product Listing – Category Sidebar · Price Filter · Colour & Size Selectors · Product Grid · New Badges

D1 Category Sidebar

Persistent left nav for instant category switching without full page reload.

D2 Multi-Filter System

Price, colour and size filters combined – mimics real-world fashion shopping behaviour.

D3 New Product Badges

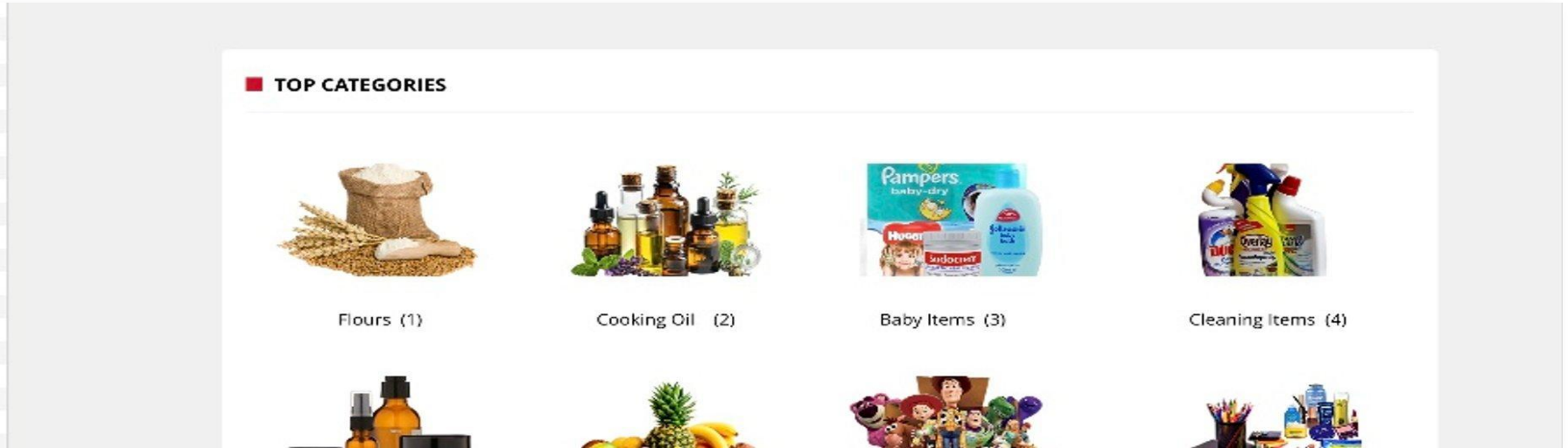
Green 'New' tags on product images surface fresh inventory immediately on browse.

D4 3-Column Product Grid

Optimal density for comparing multiple products without feeling overwhelmed.

Grocery Marketplace Experience

Borcelle · [Live: arunankarunawathar.wixstudio.com/my-site-12](https://www.wixstudio.com/my-site-12)



Homepage — Promotional Hero Banner · Category Grid · Top Brand Supply Section

D1 Promotional Banner

Hero 'Up to 30% off' messaging drives urgency above the fold.

D2 Category-First Grid

8-item category grid puts any product type 1 click away.

D3 Brand Trust Section

'Top Brand Supply' builds credibility and purchase confidence.

D4 Speed-Optimised Nav

Minimal header + search bar prioritises fast product access.

★ REAL COMMERCIAL PROJECT

Vistara Nexus Store

[Live: vistaranexus.online](https://vistaranexus.online)

Why this matters: All other projects are self-initiated portfolio challenges. Vistara Nexus is a real commercial business website – demonstrating the ability to translate design into a live product serving actual customers.

Platform: **Wix Studio**

Type: **E-Commerce Business Website**

Purpose: **Online store for real commercial sales**

Status: **Live & Active**

MY RESPONSIBILITIES

UI/UX Design

Mobile Optimisation

Site Structure Planning

Visual Branding

Product Page Design

Website Deployment

BUSINESS IMPACT

✓ Live commercial product

✓ Real customer sales

✓ Full UX-to-deployment

✓ Brand identity ownership

Design Thinking in Practice

01

Visual Hierarchy

- Product imagery first
- Clear pricing display
- Bold CTAs
- Scannable descriptions

02

Responsive Design

- Mobile-first layouts
- Tablet-optimised
- Full desktop widths
- Fluid grids

03

User Feedback

- Cart update toasts
- Qty confirmations
- Order success states
- Error handling

04

Consistency

- Typography scale
- Button variants
- Product card patterns
- Spacing system

EXPECTED UX IMPACT

✓ Faster discovery

✓ Reduced friction

✓ Better mobile UX

✓ Higher conversions

✓ Stronger confidence

Competencies Across This Case Study

UX Skills

- User Journey Design
- Information Architecture
- Mobile-First Design
- Interaction Design
- Conversion Optimisation
- UX Problem Solving

UI Skills

- Responsive Web Design
- Visual Hierarchy
- Product Page Design
- E-Commerce Interfaces
- Component Design
- Typography Systems

Technical

- HTML- Fundamental
- CSS- Fundamental
- JavaScript Fundamentals
- Wix Studio
- Figma
- Canva

What This Portfolio Proves to Recruiters



Product Discovery

Users find products faster through smart navigation, filters, and clear category structures.



Mobile Commerce

All projects optimised for mobile – the primary device for modern online shopping.



Shopping Cart UX

Persistent carts, real-time updates, and quantity controls reduce friction at every step.



Checkout Optimisation

Streamlined confirmation flows with clear success states drive purchase completion.



Product Presentation

Gallery, lightbox, and product cards built to increase purchase confidence.



Responsive Design

Consistent experiences across mobile, tablet, and desktop for all five projects.



Conversion-Focused Interfaces

Every layout, CTA, and interaction designed with conversion as the primary goal.



Commercial Website Delivery

Vistara Nexus proves real-world delivery – a live commercial store with actual customers.

Scan to View — All Projects Live

Dessert Ordering



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SCAN ME

Sneaker Product



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SCAN ME

Fashion Marketplace



[arunankarunawathar.
wixstudio.com/my-site-4](https://arunankarunawathar.wixstudio.com/my-site-4)

SCAN ME

Grocery Marketplace



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SCAN ME

Vistara Nexus ★



vistaranexus.online

SCAN ME

RECRUITER TAKEAWAY

UI/UX Designer

E-Commerce Experience Design

Responsive Web Design

This case study demonstrates the ability to design and build e-commerce experiences across multiple retail sectors – focusing on product discovery, shopping workflows, responsive design, and conversion-focused user journeys.

PORTFOLIO HIGHLIGHTS

✓ 5 E-Commerce
Projects

✓ Desktop & Mobile
Experiences

✓ Real Commercial
Website

✓ Responsive Design

✓ Front-End
Implementation

Dessert App · Sneaker Store · Fashion Marketplace · Grocery Store · Vistara Nexus