Creating a customer friendly website

Baby on Trend Shopify Website Development

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An Overview

This document communicates the shopify website development for TV Personality

Lateysha Grace and her brand Baby on Trend. Clearly articulating the mission, values

and persona for the design of all bespoke brand material.

This case study was created on the basis of the work completed for this company by

Bytmxg in 2018 – 2019, prior to the rebrand in 2020.

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The Contents

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The Brand

The Brand

Baby on Trend was founded by MTV Star Lateysha Grace as a way to provide her daughter Wynter Grace a much better upbringing than the one she had.

The brand's core values are to create affordable and accessible children's clothing; as Baby on Trend incorporates the latest fashions for lower income families. The mission was for the business to continue to blossom and develop into one of the UK's leading children's clothing wear and eventually be run by Wynter herself.

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The
Goal

Develop the aesthetics

Build upon Baby on Trend's current branding while developing a more child friendly aesthetic.

Fresh & Modern eCommerce Layout

Create a brand new website design that will accommodate the brands quarterly collections, while remaining aesthetically pleasing.

Rethink the Catalogue

Reorganise Baby on Trend's content and products in a way that will effectively allow for more content, quick changes and also will allow users to still shop.

Quick & Easy Checkout

Making the process of purchasing BOT products the easiest thing to do.

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The Website

The Process

Sitemap, Wireframe Creation & Research

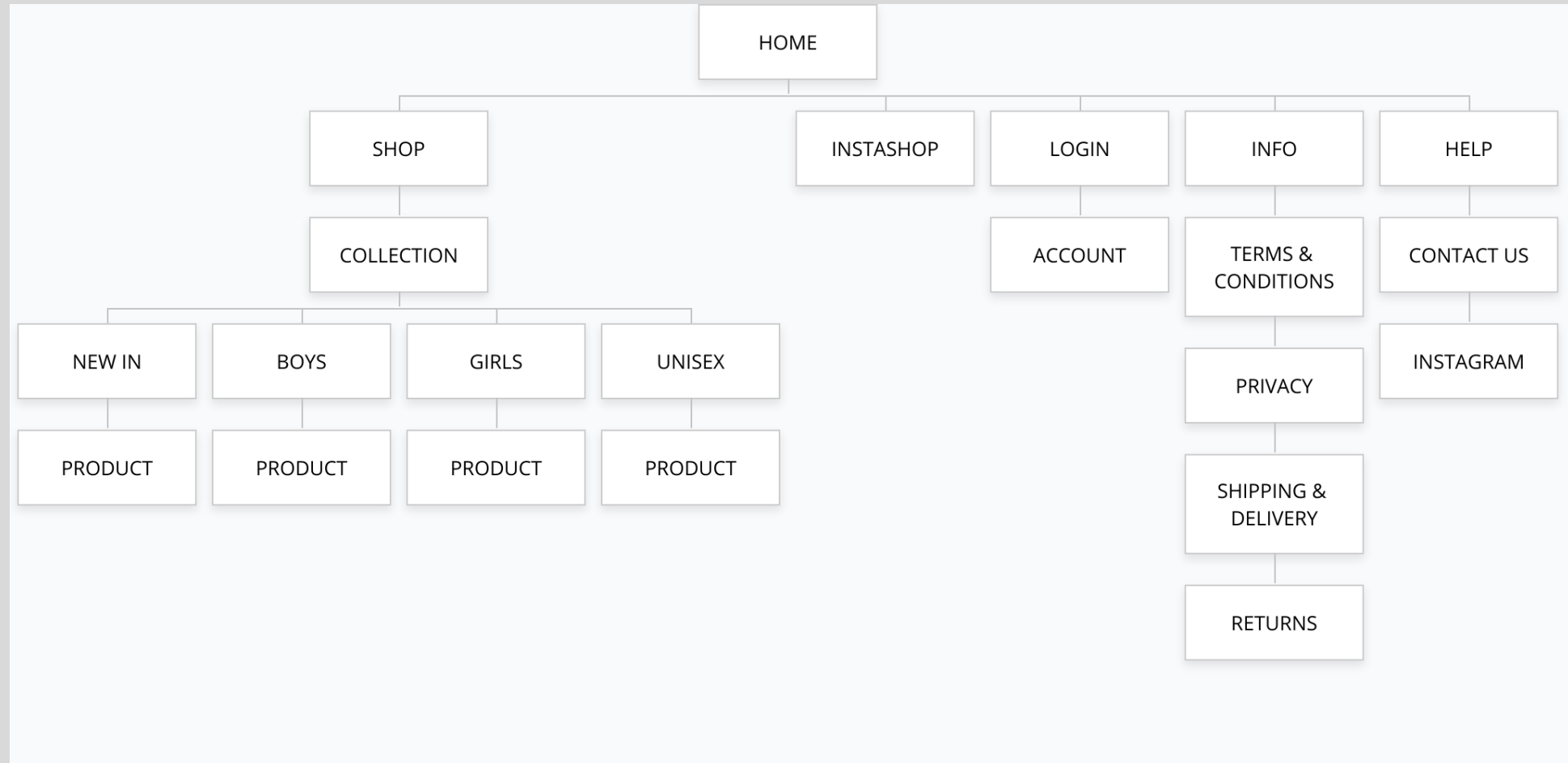In order for us to strategize the positioning of the existing BOT products/content and the new collection that was due to launch. Myself and the client went through a process of researching existing ecommerce businesses within the clothing and apparel industry to see which layout will work best for the business.
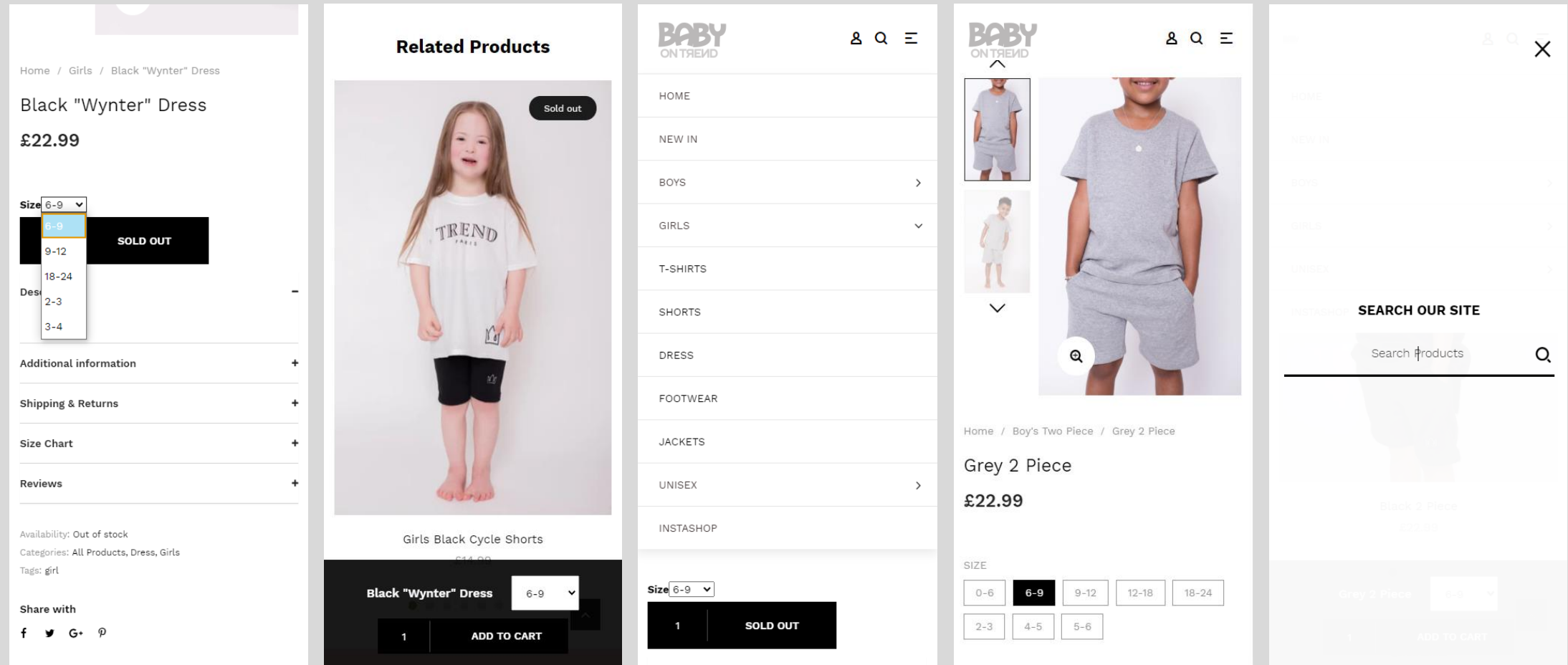
As BOT launches new collections on a quarterly basis we wanted to opt for a minimal amount of webpages that customers can navigate between.

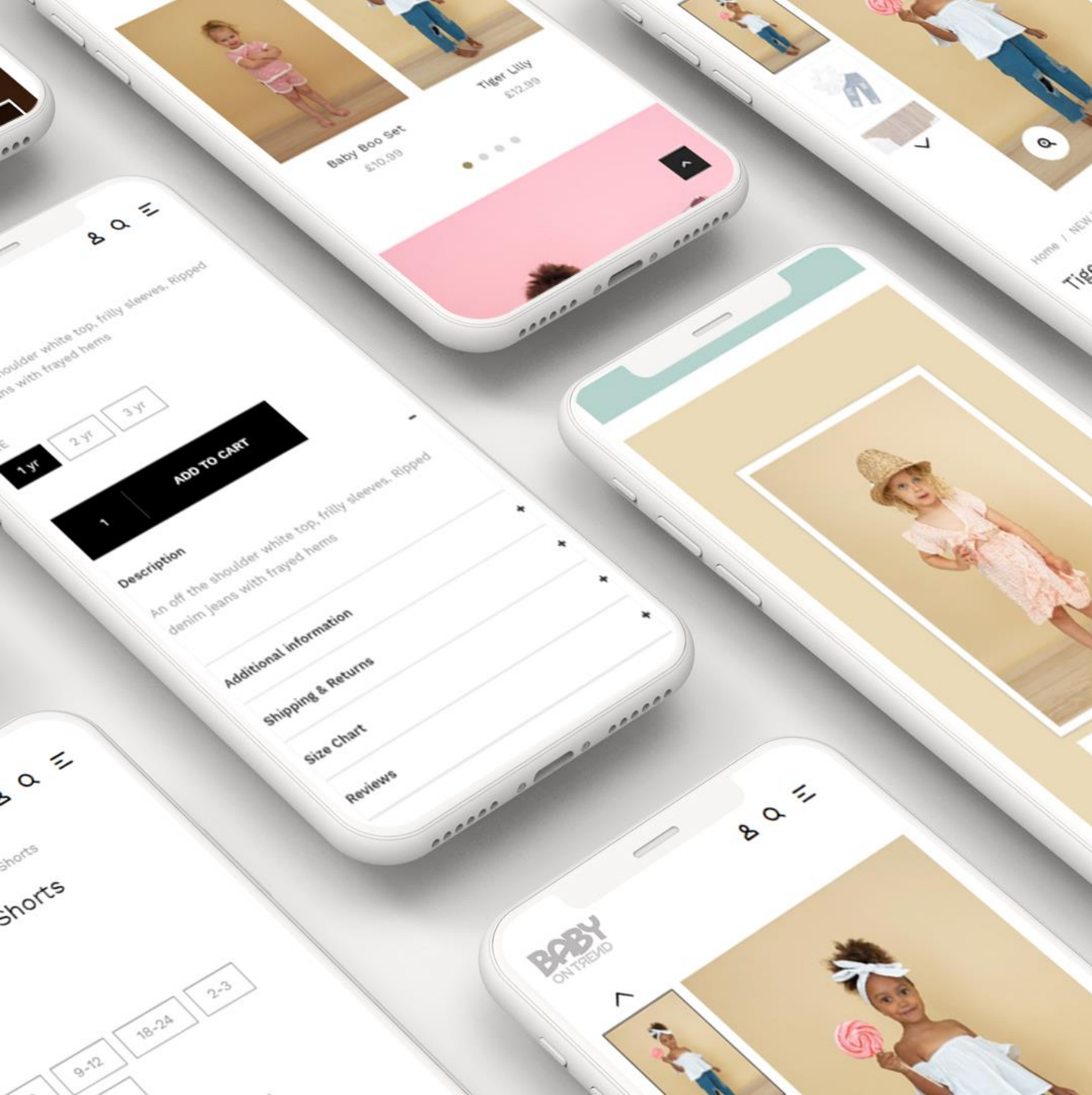Follow us on Instagram, Behance & Twitter - @Bytmxg

In summary this is the process we took as well as the various stages in order to produce the sleek, clean and fresh shopify website:

1. Mood boarding & Researching competitors and industry leading business.
2. Sitemap creation & wireframing on key webpages.
3. Reorganising new & old seasonal drops in collections.
4. Prototyping & Mockups of the website prior to launch date in order to have a clearer visuals to whether the site is responsive, quick to navigate and visually pleasing.
5. Creating additional graphics (ie. Banners, flyers & gifs) to make use of for relaunch promotions, interactivity on the site and to boost the aesthetics BOT was going for.
6. Final tests & Launch!

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Thank you for viewing! ☺