

CASE FILE ADB-001 / UI/UX PORTFOLIO CASE STUDY

DEVIKA ATELIER

ART STUDIO

A client-focused digital experience for discovering handcrafted art and requesting personalized creations.

DESIGNING A MORE UNDERSTANDABLE, APPROACHABLE JOURNEY FROM PRODUCT DISCOVERY TO PERSONALIZED INQUIRY.

PROJECT

Devika Atelier Art Studio

ROLE

UI/UX Designer / Product Designer

CONTEXT

Paid client project

TIMELINE

03 September – 24 October 2026 (planned delivery)

PRIMARY OUTPUT

Desktop website design

SECONDARY OUTPUT

Mobile explorations — not selected for client use

PRODUCT MODEL

Discovery and custom-order inquiries; no checkout

STATUS

In progress — delivery planned 24 Oct 2026

01 / PROJECT OVERVIEW

A digital home for handcrafted work — built around conversation, not checkout.

Devika Atelier is an independent art studio creating handmade artworks, customized gifts, resin pieces and meaningful keepsakes for weddings, celebrations and personal occasions. Its social media presence helped people discover the work, but did not always give customers enough context about products — or communicate that pieces could be personalized.

The project explored a dedicated digital home where visitors could browse collections, learn about individual products, see the studio's craftsmanship, and share custom requirements through an inquiry-led journey. Unlike a conventional online store, the experience intentionally stops before payment: the studio follows up with the customer to discuss the request.

The experience intentionally stops before payment. The studio follows up with the customer to discuss feasibility, price and fulfillment.

THE PRODUCT MODEL

6	5	5	0
CORE DESKTOP SCREENS	COLLECTION CATEGORIES	JOURNEY STAGES	CHECKOUT STEPS — BY DESIGN

Case file index

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02 / THE PROBLEM

Social discovery was working. Understanding was not.

BUSINESS FRICTION

- Potential customers often needed repeated explanations of what a product was and how it could be customized.
- Customization services were not immediately obvious through social media discovery alone.
- The studio needed a clearer place to showcase collections, its story and customer feedback.
- Customer interest was fragmented across conversations instead of beginning with a structured request.

USER FRICTION

- Visitors needed product details and examples before expressing interest.
- Customers wanted to describe a personal vision and, where relevant, share reference images.
- A purchase-oriented checkout would add unnecessary complexity to a conversation-driven, bespoke service.

03 / THE DESIGN CHALLENGE

How might we help visitors discover meaningful handmade products, understand what can be customized, and communicate their requirements confidently — while preserving the personal conversation that makes bespoke art special?

DESIGN QUESTION

04 / GOALS & SUCCESS CRITERIA

Clarity for the visitor. Confidence for the studio.

Business goals

STUDIO

- 01 Present the studio’s work in an organized, credible, shareable destination.
- 02 Make customization and inquiry options easier to find.
- 03 Reduce repetitive explanations by presenting relevant product information up front.
- 04 Support word-of-mouth referrals and trust through studio storytelling and customer feedback.

User goals

VISITOR

- 01 Find suitable gifts and artworks for an occasion without excessive browsing.
- 02 Understand product appearance, purpose and customization possibilities.
- 03 Share requirements easily and know what happens after submitting an inquiry.

SUGGESTED MEASURES FOR A FUTURE LIVE LAUNCH

- Inquiry-form completion rate
- Clicks to WhatsApp or email
- Product-to-inquiry progression
- Qualitative feedback on customization clarity

These are proposed evaluation measures, not measured results.

05 / AUDIENCE & JOBS TO BE DONE

Three ways people arrive at the studio.

The primary audience includes art enthusiasts, people seeking thoughtful personalized gifts, and customers planning weddings or family celebrations. The following are design-oriented audience scenarios derived from the project brief, not validated research personas.

SCENARIO 01**Occasion-based gift buyer**

"I need something personal for a wedding or celebration. Show me relevant examples and make it easy to ask for a customized version."

SCENARIO 02**Handmade-art enthusiast**

"I want to explore distinctive work, understand the craft, and save or revisit pieces that interest me."

SCENARIO 03**Customization-focused customer**

"I have an idea or reference image. Help me explain it clearly and reach the artist without a confusing checkout."

FRAMING NOTE

These scenarios describe intended needs, not verified user segments. They guided prioritization of product context, customization visibility and a low-friction inquiry path.

06 / ROLE & APPROACH

A client-facing process, from requirements to a consistent interface.

I worked on the client-facing design process: gathering content and requirements from the client, exploring multiple design directions, discussing and refining alternatives, and developing the selected desktop website experience. I also designed mobile screens as an additional exploration; those mobile designs were not part of the client's adopted deliverable.

01 Translating a business problem into product requirements.

02 Structuring content and navigation.

03 Designing an approachable inquiry flow.

04 Building a consistent visual interface in Figma.

07 / PRODUCT SCOPE

A curated path to inquiry.

01 **Discover** — explore artwork, handmade gifts, personalized gifts, resin art and new collections.

02 **Evaluate** — open product details, view visuals and understand what may be personalized.

03 **Express interest** — choose an inquiry or customization action.

04 **Specify** — enter contact details, describe requirements and provide reference imagery where supported.

05 **Connect** — submit a request or reach the studio through WhatsApp or email.

INTENTIONAL EXCLUSIONS

No online payment, cart-driven checkout, payment gateway or complex order tracking. These omissions are deliberate scope decisions: personalized orders require direct discussion before price, feasibility and fulfillment are confirmed.

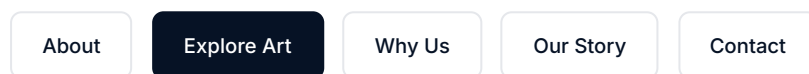
08 / INFORMATION ARCHITECTURE

Structure that separates product discovery from trust-building.

The desktop navigation organizes the experience around About, Explore Art, Why Us, Our Story and Contact. This separates product exploration from credibility-building content and makes the studio's story easy to access.

Desktop navigation

FIVE PRIMARY DESTINATIONS



Explore Art / category structure

ORGANISED BY PURPOSE AND CRAFT

- | | |
|-----------------------|---|
| 01 Customized Gifts | Bottle art, customized gift boxes, newborn welcome kits, dream catchers. |
| 02 Wedding Keepsakes | Wedding photo frames, antarpot, haldi jewellery and related commemorative pieces. |
| 03 Festive Collection | Corporate gift hampers and customized family hampers. |
| 04 String Art | Couple embroidery hoops and handmade string-work pieces. |
| 05 Resin Art | Resin creations, including varmala preservation, where relevant to the catalog. |

Categories are structured around the customer's purpose and the studio's craft offerings. Category tabs reveal the corresponding product imagery within the same page, allowing browsing without unnecessary navigation.

09 / PRIMARY USER JOURNEY

From first look to a conversation.

DISCOVER → VIEW PRODUCT → INTERESTED / CUSTOMIZE → SHARE REQUIREMENTS → SUBMIT INQUIRY → STUDIO FOLLOWS UP

01 Discover

The visitor enters through the home page, a featured festive collection, or Explore Art. Clear category labels and product imagery help them orient themselves quickly.

02 Understand

Product cards and details communicate what the artwork is, why it may suit an occasion, and what kinds of personalization may be possible. Product photography remains central to the decision.

03 Choose an action

Rather than pushing "Buy Now," the interface offers an inquiry-oriented action such as Customize or Enquire on WhatsApp. This matches the studio's real ordering process.

04 Explain the request

A customization form collects name, contact number, email and a description of the desired changes. Reference-image upload is part of the requested product scope.

05 Set expectations

After submission, the interface confirms receipt and explains that the studio will contact the customer for further details. **"Thank you! We'll contact you soon to discuss your request."**

The journey in context

INQUIRY, NOT CHECKOUT

CONVENTIONAL E-COMMERCE

Browse → Add to cart → Checkout → Payment → Order placed

DEVIKA ATELIER

Browse → Customize or enquire → Share requirements → Studio follows up

The difference is intentional: the website ends at a conversation, not a transaction.

10 / KEY UX DECISIONS & RATIONALE

Five decisions that shaped the experience.

Decision 01**A curated catalog instead of a transactional storefront**

Product discovery and information take priority over checkout mechanics. This reduces the mismatch between off-the-shelf e-commerce patterns and the studio's bespoke workflow.

Decision 02**Customization as a visible primary action**

A clearly labeled Customize CTA makes the service discoverable, rather than expecting customers to infer personalization from social posts or ask about it manually.

Decision 03**Same-page category switching**

Selectable category controls update the displayed products while maintaining the same overall layout. A visible selected state helps users understand where they are and what collection they are viewing.

Decision 04**Trust through craft, story and feedback**

"The Devika Promise," a Why Us section, the artist's story and customer feedback build confidence in handmade quality and the people behind the work. Feedback should be genuine and attributed only with permission.

Decision 05**Human follow-up, not artificial automation**

The flow communicates that submitting a request begins a conversation; it does not imply an order has been placed or paid for. This is the thread that connects the other four decisions: the interface is designed to earn enough understanding and trust for a person to start a conversation, not to force a transaction.

THE COMMON THREAD

Each decision removes a different reason a customer might hesitate — unclear product context, hidden customization, extra navigation, unproven quality, or uncertainty about what happens after an inquiry.

11 / VISUAL DESIGN DIRECTION

Artistic, personal and trustworthy — with the work as the focal point.

The visual approach aims to feel artistic, personal and trustworthy while keeping products as the focal point.

Client brand colour

FINAL DIRECTION

DEEP GREEN-TEAL

#0E685E

The client-selected brand colour is #0E685E, a deep green-teal. Earlier navy explorations such as #061225 are documented as alternatives rather than misrepresented as the final brand decision.

Document design system

ABHIIIE DESIGNS BUREAU

#061225
DEEP NAVY

#FFFFFF
WHITE

#F7F8FA
OFF-WHITE

#111827
NEAR BLACK

#667085
SLATE GREY

#E5E7EB
LIGHT GREY

#0E685E
CLIENT ACCENT

TYPOGRAPHY

Inter is used throughout this document. The brand guide recommends Inter as the primary typeface, with Manrope, Satoshi or Plus Jakarta Sans as alternatives. Hierarchy is carried by weight, scale and spacing rather than decorative treatment.

DESIGN PRINCIPLES

- Hierarchy** — strong headings, restrained supporting copy, obvious inquiry actions.
- Imagery** — large, consistent product photography to show detail and craft.
- Components** — repeatable cards, navigation, category controls, buttons and fields.
- States** — clear selected-category styling and meaningful confirmations.
- Responsive** — desktop was the selected client output; mobile screens remain exploration.

SYSTEM NOTE

This case study applies the Abhiie Designs Bureau visual system. Navy, white and grey carry the document structure; #0E685E is reserved for Devika Atelier and used only as the client accent.

12 / THE EXPERIENCE

Six screens, one continuous path to inquiry.

The desktop design carries the visitor from first impression to a direct conversation with the studio. Each screen answers a specific question before asking for a commitment.

01 Home / First impression

Hero, clear value proposition, navigation and featured artwork or seasonal gifts. The page introduces both the craft and the ability to customize.

02 Explore Art / Collections

Category tabs and the corresponding product grid, with selected-category states expressing the same-page switching interaction.

03 Product detail / Decision point

Product image, name, relevant details, customization guidance and a clear CTA. Each element answers a likely customer question.

04 Customization / Inquiry

Form fields, the reference-image mechanism where designed, and the post-submission confirmation. The form asks only for information needed to begin the discussion.

05 Why Us + Our Story

Trust-building cards and the founder-story layout, including the artist photograph where permission is granted. Connects authenticity and reassurance to the work.

06 Contact

Clear paths to the studio's address, email, social profile and location, using verified client-provided details.

ADDITIONAL MOBILE CONCEPT EXPLORATION

Mobile screens were designed as an independent exploration. The client adopted the desktop direction, so the mobile designs were not included in the adopted client output.

13 / ITERATION & CLIENT COLLABORATION

Exploring alternatives, then refining the selected direction.

The process began with client-supplied information and content. I explored alternative design approaches, discussed them with the client, and refined the selected direction. Navigation concepts, product presentation and inquiry CTA wording were shaped through that collaboration.

01	02	03	04
Client input	Design exploration	Review & discussion	Refinement
Brief, content and requirements supplied by the studio.	Alternative approaches and design directions explored.	Navigation, product presentation and CTA wording discussed with the client.	The selected direction developed into the desktop experience.

14 / OUTCOME & PROJECT STATUS

A defensible design outcome — stated accurately.

- Delivery planned 24 Oct 2026
- Mobile not adopted
- No post-launch data claimed

The project established a desktop website design direction centered on discoverability, product clarity, trust and inquiry-led customization. The planned client delivery date is 24 October 2026; this case study is prepared on 23 October 2026, so it does not claim delivery, launch, user adoption or commercial performance has already occurred.

The mobile UI screens remain additional design exploration and were not selected for client use. Without post-launch data or usability studies, the defensible outcome is the design solution and its rationale — not unverified increases in reach, inquiries, revenue or satisfaction.

CASE STATUS

Delivery is planned for 24 October 2026. This document reflects the project as prepared on 23 October 2026; it does not claim launch, user adoption or commercial performance.

15 / REFLECTION & WHAT I LEARNED

What the project clarified.

-
- 01 **Business fit matters.** The most appropriate experience was an inquiry journey, not a generic online checkout.
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- 02 **Clear information reduces friction.** A well-organized product catalog can answer questions before the customer reaches out.
-
- 03 **Interaction details matter.** Selected states, precise CTA wording and useful form confirmations support confidence.
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- 04 **Client collaboration shapes the result.** Exploring and refining directions helped translate a personal craft business into a consistent digital presentation.
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- 05 **Scope needs honest communication.** A desktop client deliverable and independent mobile exploration should be described separately.
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16 / WHAT I WOULD VALIDATE NEXT

If the site is launched, I would test whether first-time visitors understand that products are customizable; whether users can locate a suitable category quickly; whether inquiry fields are clear; and whether the handoff to WhatsApp, email or studio follow-up feels trustworthy.

Question 01**Is customization understood?**

Do first-time visitors recognize that pieces can be personalized before they reach a product page?

Question 02**Can a category be found quickly?**

Can users locate a suitable collection for an occasion without excessive browsing?

Question 03**Are the inquiry fields clear?**

Do customers understand what to write and which details help the studio respond well?

Question 04**Does the handoff feel trustworthy?**

Does the transition to WhatsApp, email or studio follow-up feel clear and credible?

Short moderated task tests and inquiry analytics would help identify refinements.

CASE FILE ADB-001 / DEVIKA ATELIER ART STUDIO

Every great design begins with an investigation.

Devika Atelier Art Studio is a client UI/UX project for a handmade-art and personalized-gifting business. I designed a desktop website experience that helps visitors explore curated collections, understand artwork and customization options, and begin a direct conversation with the studio — without unnecessary checkout complexity. My process combined client collaboration, information architecture, category-based browsing, inquiry-flow design and a consistent visual system. I also explored mobile UI concepts, which were not adopted for the client deliverable.

PREPARED BY

Abhiie Designs Bureau

CASE FILE

ADB-001

DATE

23 October 2026

DESIGN SYSTEM

Navy #061225 · Inter · Client
accent #0E685E