ENZEE DESIGNS · CASE STUDY

Enzee Designs

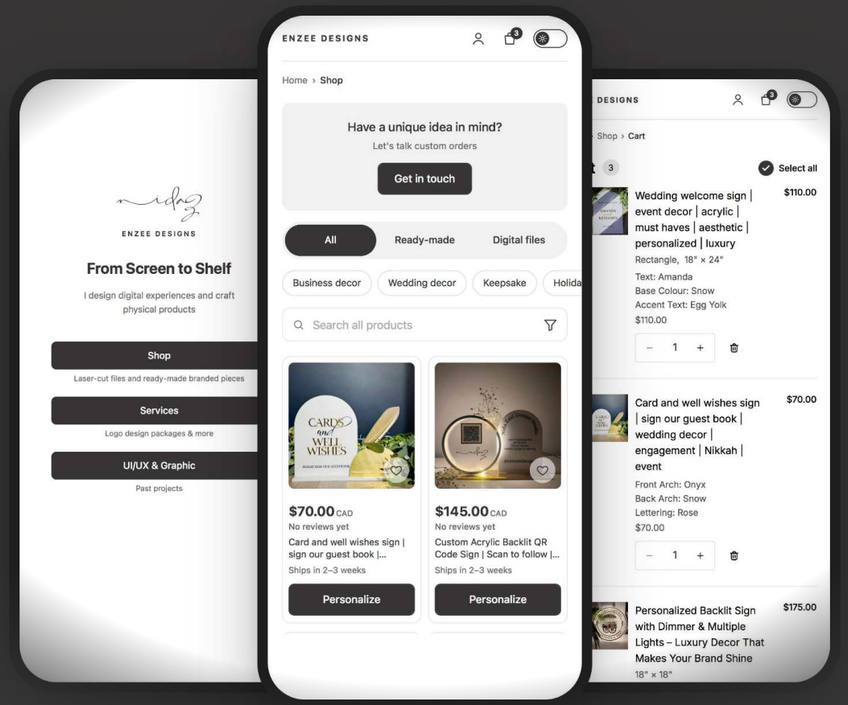
From fragmented customer journeys to one connected shopping experience.

Role Product Designer · End-to-end design and development

Platform Shopify · Responsive Web, Mobile First

Tools Figma · Illustrator · Claude · Claude Code · Shopify

Work in progress · built and in testing



SUMMARY

The project at a glance

01

The problem

Running my acrylic products and design business meant managing customer inquiries, orders, design files and payments across Facebook Marketplace, Instagram, Etsy, email and WhatsApp. Customers had to connect products, services, prices and payment themselves, one message at a time.

02

What I did

I combined competitor analysis, firsthand business insights and AI-assisted research to find the gaps. I developed initial wireframes with Claude Chat, refined the information architecture, layouts and reusable patterns in Figma, then built the storefront's core structure in Shopify with Claude Code and tested it in the browser.

03

Where it stands

The core storefront and primary shopping experience are in place. Usability testing, card sorting and A/B-style comparisons of product page versions shaped the structure. The store hasn't launched yet, so there are no sales or conversion results to report.

This case study grows with the project. Results will be added after launch.

A business that grew across many channels

Three offerings, each picked up wherever it found an audience — so the experience was spread across platforms I didn't design.

	Instagram	Website	Facebook Marketplace	Etsy	Email	WhatsApp
Custom acrylic products Business & wedding signs, personalised pieces	○ ●		○ ●	●	○	○
Logo & branding services Packages on my website, custom quotes	○ ●	●	○		○	○
Digital laser-cut files Files for other makers	○ ●			●		

● offered or shown there ○ where the conversations happened

At busy times, roughly 10–20 inquiries a day (my estimate).

BEHIND THE SCENES

Conversations spread across five-plus inboxes

Routine questions answered by hand

Prices clarified one message at a time

Design work and sign orders linked in spreadsheets

Customers arrive at very different levels of readiness

01

Print-ready logo

Has an editable SVG or brand files.

→ **Email**

02

Flat image or idea

JPG, Canva, AI image or a sketch — not cut-ready.

→ **Vectorization - Add-on price**

03

No logo yet

Wants a brand designed first.

→ **Logo Design packages + consultation - Add-on price**

04

Just a name

Doesn’t want a logo at all.

→ **Preferred Text Styles**

05

Laser-cut files

Wants the cut file, not the physical piece.

→ **Instant download from Etsy**

Buyer intents: ready-made decor · wedding & keepsake · digital laser files · branding services

Two sides of the same problem

A fragmented end-to-end experience

FOR CUSTOMERS		FOR MY BUSINESS
Offerings and details scattered across platforms	**Finding**	Conversations scattered across inboxes
Working out how a design service and a sign fit together	**Connecting**	Linking design requirements to product orders by hand
No combined cost in one place	**Pricing**	Clarifying prices one message at a time
Extra back-and-forth before committing	**Deciding**	Friction lands before the purchase decision

Not two lists of problems — one fragmented experience, felt on both sides.

Customers had to navigate multiple channels to discover products and services, understand pricing, and coordinate purchases, while the business relied on fragmented workflows and manual processes to manage customer communication, artwork, and payments.

That fragmentation created unnecessary effort for customers — and manual work for my business.

Learning from the market

Ten references and 16 patterns compared, 19 research threads, and every claim tagged by how strong its evidence is.

Pattern	Divine Creations	SignMakerz	Zugmonster	Signworld	Skyline	Etsy	KLUR	Manawatu	In Enzee
Occasion or use-case categories	●	●	–	–	–	–	–	–	D-23
Custom-orders entry point	●	–	–	–	–	–	–	–	D-42
Policies as plain FAQ, no-refund stated	●	–	–	–	–	–	–	–	D-47
Real customer reviews	–	●	–	–	–	–	–	–	Reviews accordion; app on later-list
FAQ (installation, size limits, finish)	–	●	–	●	–	–	–	–	Description and policy modals
Technical specifics (thickness, DPI, finish)	–	–	●	●	–	–	–	–	D-31
Turnaround stated up front	●	●	●	●	●	–	–	–	D-38
Installed-context photography	–	●	–	–	–	–	–	–	Gallery guidance
Live price summary under attributes	–	–	●	–	–	–	–	–	D-32
Price inside the button, breakdown arrow	–	–	–	–	–	–	●	–	D-32, D-33
Above-the-fold storytelling, premium framing	–	–	–	–	●	–	–	–	Craft-first framing
Circular colour swatches	–	–	–	–	–	–	–	●	D-36
Explicit back link to the listing	–	–	–	–	–	–	–	●	D-31
Scannable delivery block (icons + one-liners)	–	–	–	–	–	●	–	–	D-31
Variants grouped in one listing	●	–	–	–	–	●	–	–	D-34
Course or education upsell	●	–	–	–	–	–	–	–	Deferred: coming soon

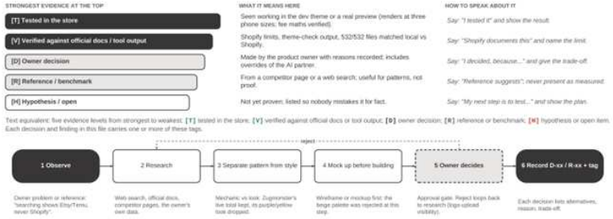
Pattern matrix: comparing products

Which reference does what, and how I used it · File 04, Market analysis



Market map

Four camps, and what I took · File 04



How the research was done

Evidence levels, decision pipeline · File 03

One place to discover, understand and buy

A cohesive storefront where customers can find the right offering, see how services and products connect, explore options with transparent pricing, and move toward purchase with less back-and-forth.

01

Unify Discovery

Every offering — signs, files, branding — reachable from one front door.

HYPOTHESIS

If customers can find all offerings in one place, they can reach the products or services relevant to them more easily.

PRIMARY KPI

Category-to-detail click-through rate

02

Connect

A product page that points to logo help when a customer needs it.

HYPOTHESIS

Connecting related products and design services helps customers discover the additional support they need without navigating separate platforms.

PRIMARY KPI

Related-service click-through rate

03

Understand cost

Prices and add-ons visible before anyone has to ask.

HYPOTHESIS

Making options, artwork requirements, and additional charges clearer upfront reduces uncertainty and helps customers make purchase decisions.

PRIMARY KPI

Pre-purchase clarification inquiry rate

04

Move forward

Choices, files and payment in one flow — and a human when it's needed.

HYPOTHESIS

A clearer, more cohesive buying journey helps customers progress from product selection to a completed purchase with fewer obstacles.

PRIMARY KPI

Purchase conversion rate

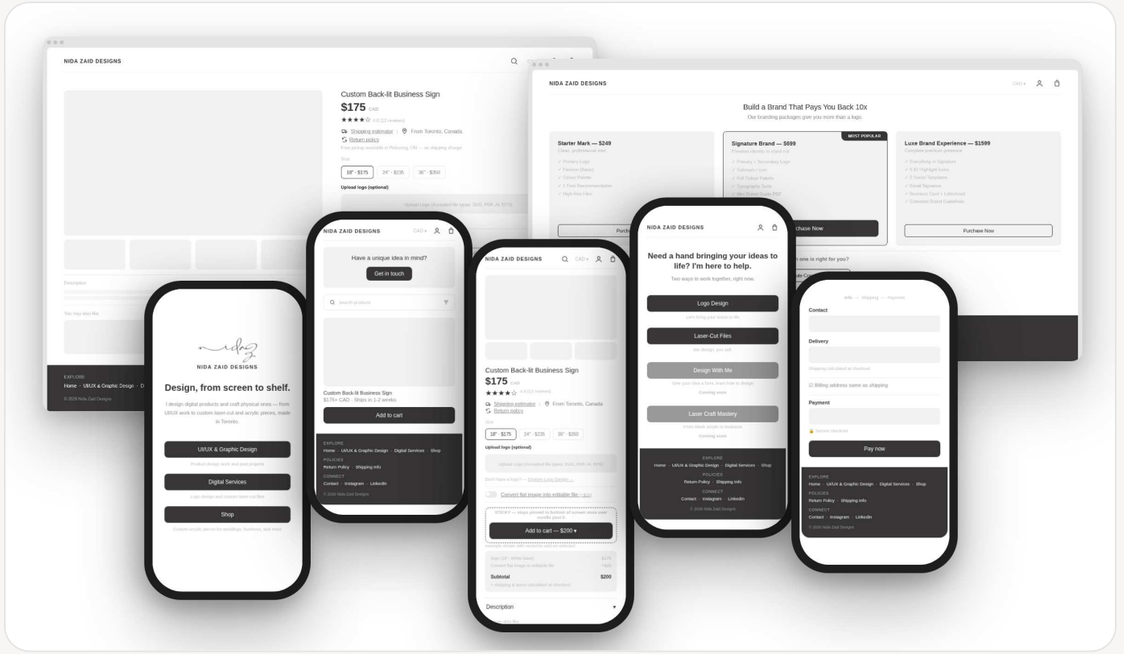
Measuring business impact: Purchase conversion, product discovery, service engagement, pre-purchase inquiries, and admin time per order—tracked after launch to evaluate performance against my hypotheses.

APPROACH

Research, design, test and refine

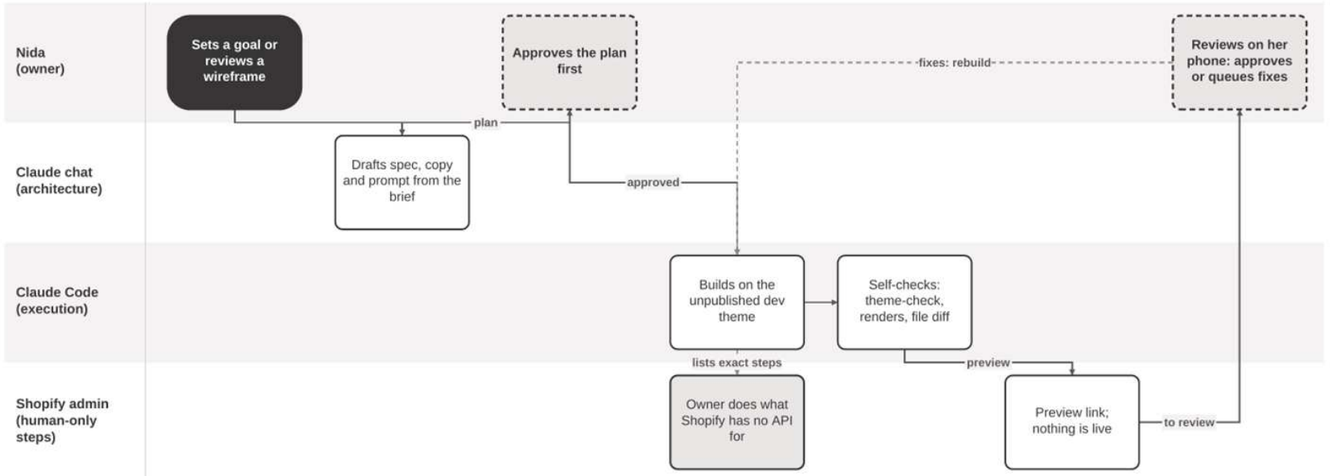
I combined competitor analysis, firsthand business insights and AI-assisted research and ideation to identify gaps and explore solutions. I developed initial wireframes with Claude Chat, then refined the information architecture, layouts and reusable design patterns in Figma, establishing design tokens to support consistency.

To explore AI-assisted implementation, I built the storefront's core structure in Shopify using Claude Code and tested the experience directly in the browser. Informal usability testing and A/B-style comparisons of product page versions informed refinements to the categorization, content and page structure.



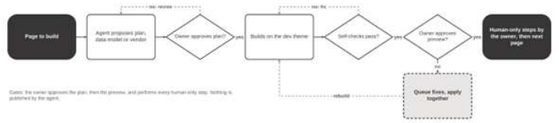
How the work was run

Two AI roles, eight approval gates and six customer flows: the structure that kept every change reversible.



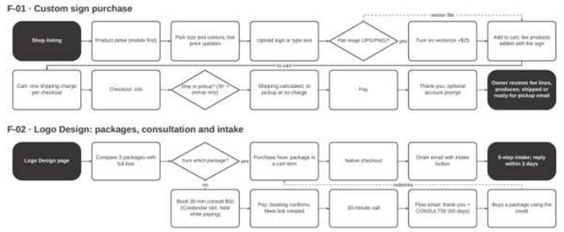
Operating model: who did what

Me, Claude Chat, Claude Code and the steps only I can do · File 02, Workflow



Build loop and gates

Plan, build, check, review · File 02



Customer flows

Sign purchase and logo design · File 02

Constraints shaped the design

Solo

No researcher, engineer or second designer

Basic plan

No custom checkout steps or pricing functions (Plus only)

Time & budget

Building alongside running your business without the resources of a dedicated product team

No returns

Custom orders can’t be returned or exchanged

WHAT EACH PART RUNS ON

Custom — Vibe Coded

Theme, product form & pricing engine, cart, filters, navigation memory

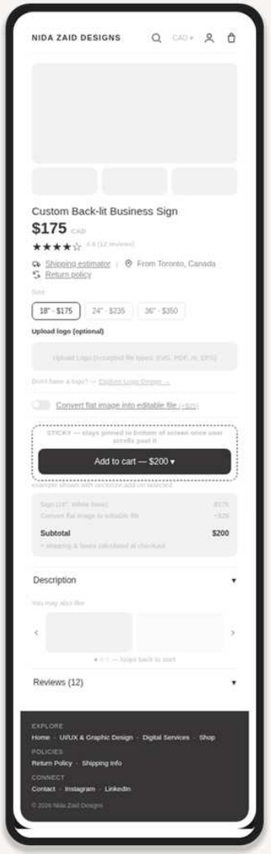
Apps

Cowlendar booking for the consultation

Native Shopify

Checkout, payments

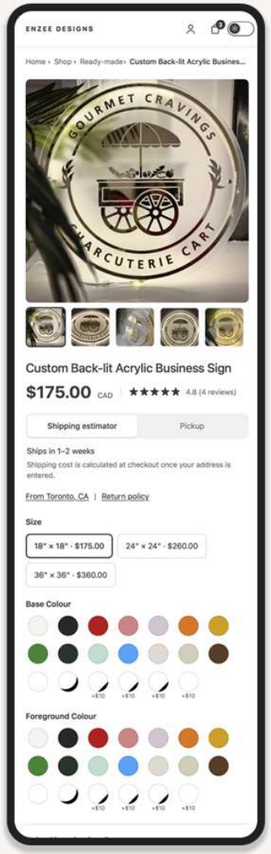
From Wireframes to Prototyping Build



01

Wireframes

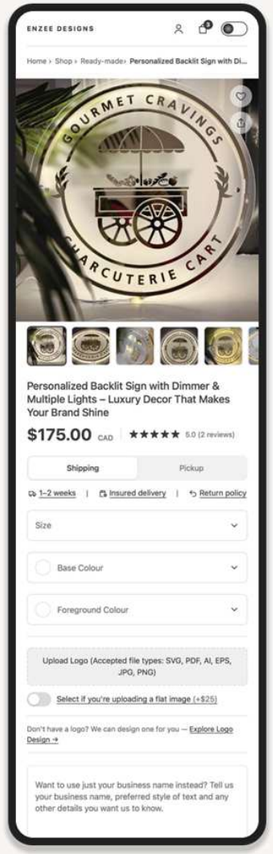
Defined the structure, hierarchy, user flows, edge cases, and accessibility rules through multiple rounds of iteration.



02

Version 1 build

Turned the refined wireframes into a working prototype to explore real interactions, test workflows, and uncover gaps.



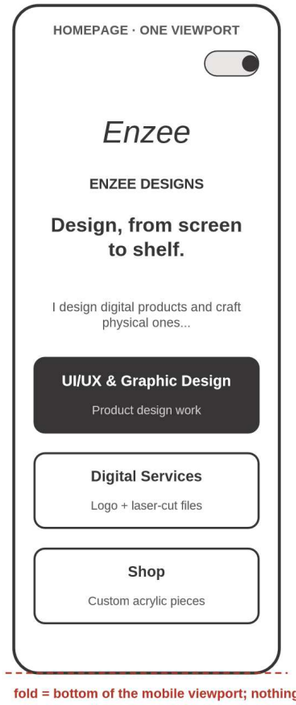
03

Version 2

Refined the experience to reduce cognitive load, clarify choices, simplify navigation and make key actions easier to find and complete.

PAGE SYSTEM

Information hierarchy and above the fold



1 Logo + wordmark: brand first

2 Headline + one line: what / who

3 Three paths only; order = portfolio, services, shop

4 No nav, no footer: zero competing exits

5 Verified fit at 320x568, 375x667, 390x844

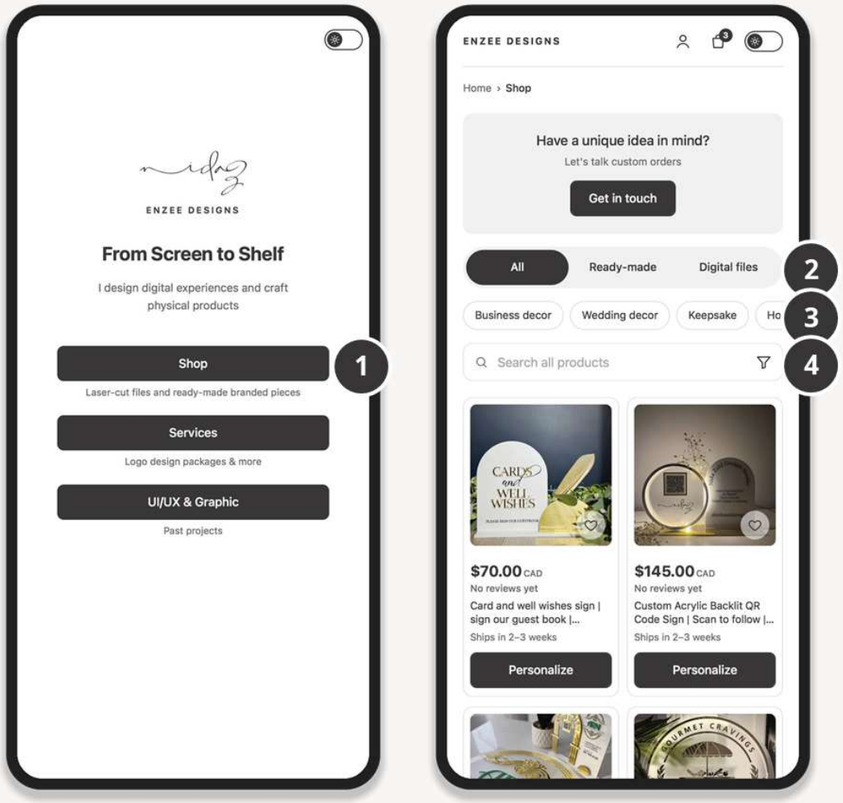
PRODUCT DETAIL · TOP-TO-BOTTOM ORDER (13 blocks)

← Back to Products	orientation + control (restores filters/scroll)
Hero + thumbnail strip	see the thing first
Title	what is this
PRICE (large, bold)	live; no surprise later
Rating (tap → reviews)	social proof, anchored
Shipping / Pickup tabs	fulfilment answered early; 36" auto-switch
From Toronto, CA | Return policy	trust + policy before commitment
Attributes (swatches / pills)	same pattern per attribute
Upload logo block	file types, vectorize, "no logo?" fallback
Comments / personalisation	free-text last
Add to cart (sticky) + price breakdown	always reachable; itemised
Description (accordion)	detail on demand
You may also like · Reviews	cross-sell, proof (accordion)

Text equivalent, Homepage: logo, wordmark, headline, one-line positioning, three stacked paths (UI/UX & Graphic Design, Digital Services, Shop), day/night toggle; no nav or footer; fits one viewport on mobile. Product detail order: back link, hero + thumbnails, title, price, rating, shipping/pickup tabs, "From Toronto, CA | Return policy", attributes, upload-logo block, comments, sticky Add to cart with ▾ breakdown, description, you-may-also-like, reviews.

Source: Enzee Designs Shopify build (Claude Code + Shopify AI Toolkit). Evidence tags: [V] verified [T] tested [D] owner decision [R] reference [H] open / hypothesis

Testing the build changed the structure



Information Architecture

"Digital Services" sounded like something you hire me for, not something you buy. Services is now people-led work only.

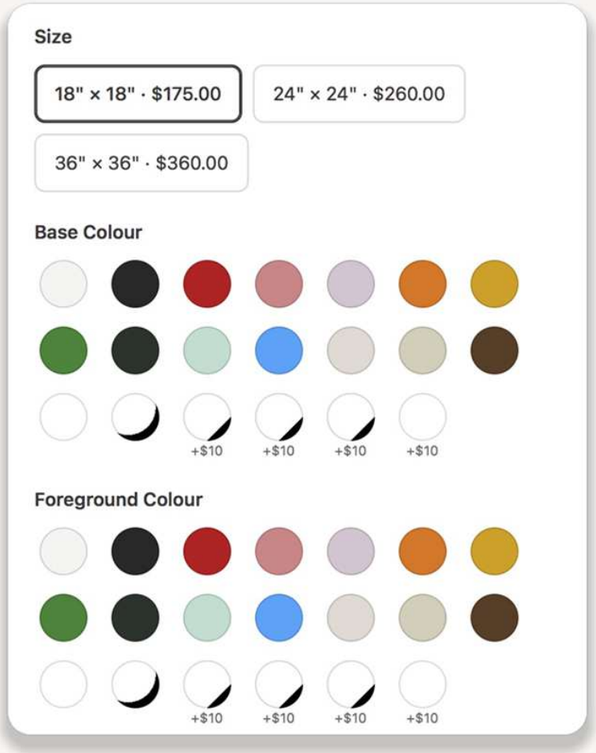
Navigation Architecture

My own "logo goes one level back" rule felt annoying in use → section home first (filters remembered), then landing.

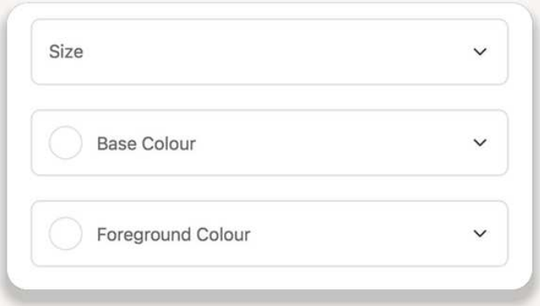
1. **Shop → Services → UI/UX**
2. **Format pills**
3. **Most commonly used filters**
4. **Detailed sorting & filtering**

Cognitive load vs taps

BEFORE



AFTER



SCROLL TO CONFIGURE



43 → 3

options on screen → fields

≈43%

less scrolling to configure

+3 taps

for a minimum setup (3 → 6)

Worth a few taps on a no-returns product. Tested informally; KPI: time to configure.

ERROR PREVENTION

Make the invalid order impossible

1

Pick a size over 24″

Too large to ship.

2

The page switches to Pickup

Shipping is disabled — no dead end at checkout.

3

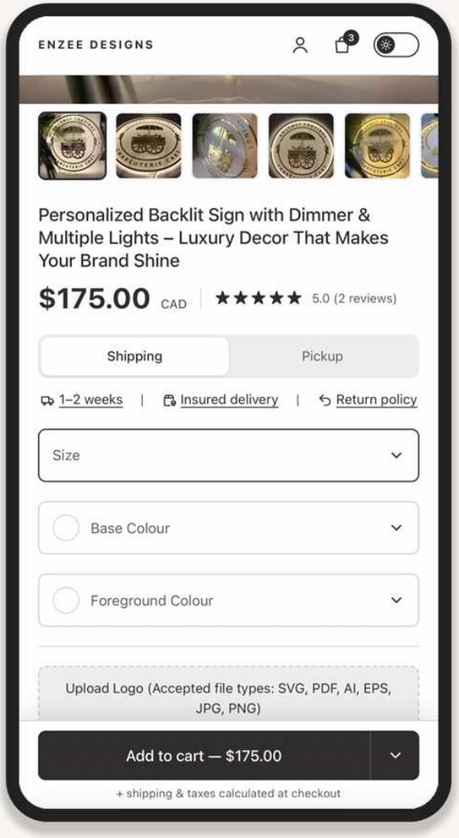
Explain once

A pop-up shrinks into the “Free Pickup in Pickering” link, so you know where it went.

4

Keep everything entered

Errors appear inline, inside and below the field.



Preventing an error beats explaining one.

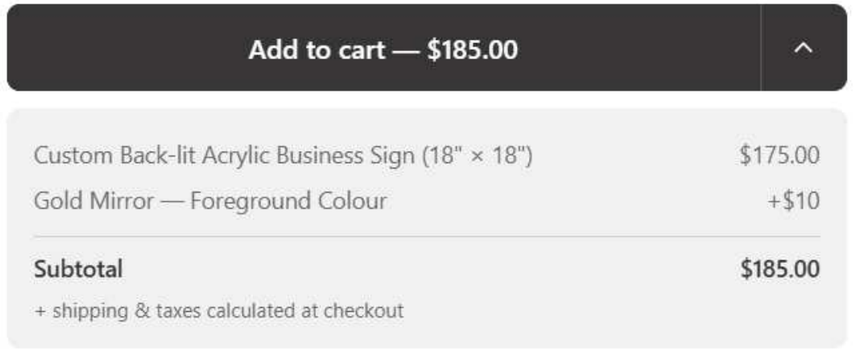
PRICING MODEL

Honest pricing on a plan that can't price add-ons

Shopify's Basic plan can't add stacking surcharges natively. Custom pricing functions need Shopify Plus.

How the live price works

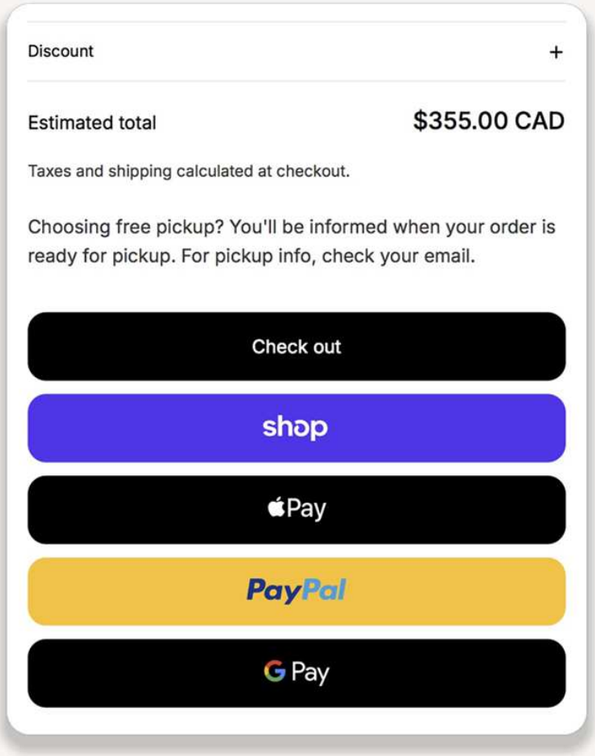
Size variants carry the base price.
Order details (logo, text, colours) travel with the order, unpriced.
Hidden fee products add each surcharge, such as a mirror colour or vectorizing.



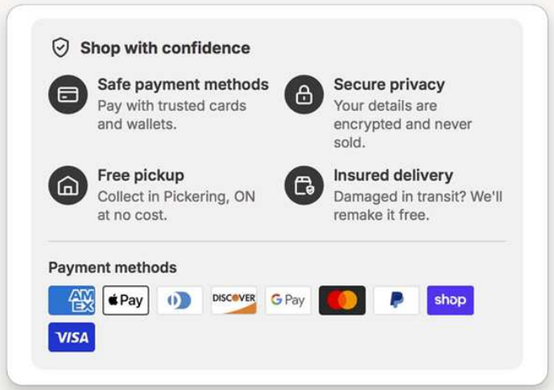
The price updates live as options change. The Add to cart button carries the total and opens an itemised breakdown that ends with "+ shipping & taxes calculated at checkout", so nobody meets a surprise later.

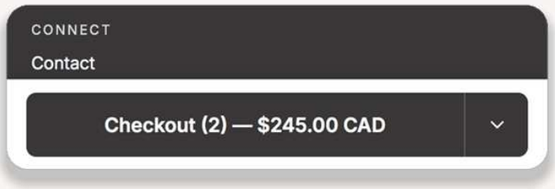
Trust belongs where people commit

BEFORE



AFTER





5 → 1

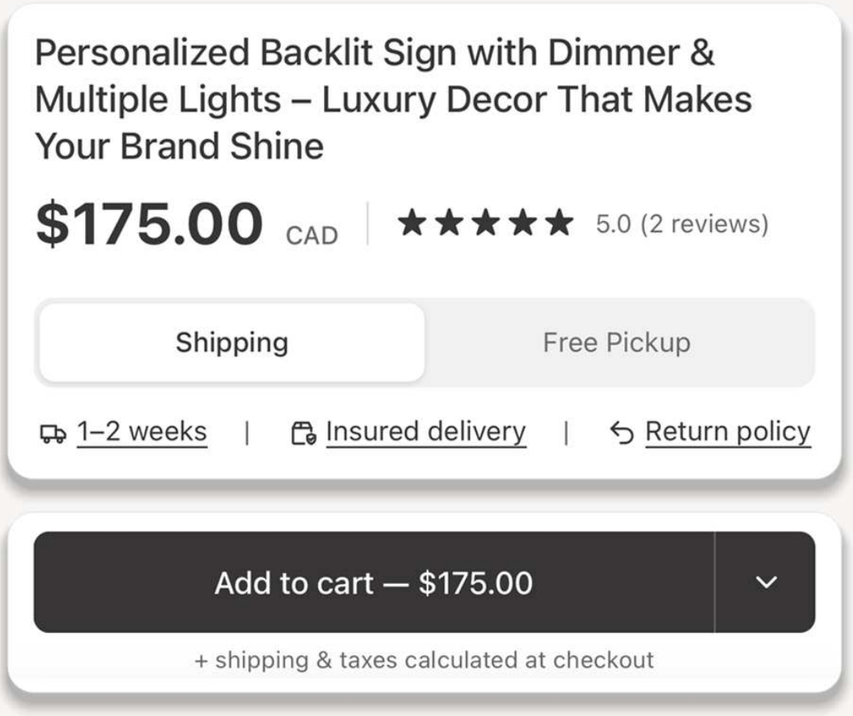
payment buttons → one sticky Checkout showing count and total

4 signals

safe payment · privacy · free pickup · insured delivery, plus payment icons

Turning a standard policy into a reason to buy

Product Description Page



INSURED DELIVERY

Broken delivery? We'll replace it for absolutely free!

Send a photo within 48 hours and we remake your piece at no cost — no need to send the damaged one back.

Every shop is insured. The differentiator is effort: a photo, not a return.

One row of icon links, right under the tabs. "Insured delivery" sits beside "Return policy" — the scariest fact on a no-returns product — and answers the worry it creates.

What I’ve checked — and what’s next

10 of 15 checks done

Checked: look & navigation

- ✓ Contrast by calculation: ≈12.2:1 body, ≈5.5:1 muted
- ✓ 44px touch targets on chips and pills
- ✓ Reduced motion respected
- ✓ Keyboard-only walkthrough (Tab / Shift+Tab)
- ✓ Skip link and visible focus

Checked: content & flow

- ✓ ARIA labels on icon-only buttons
- ✓ Alt text on product images
- ✓ Inline errors that keep what was entered
- ✓ Test purchases: ship, pickup, digital, booking
- ✓ Walkthroughs with friends and family

Still to do

- ○ Screen-reader pass (VoiceOver / TalkBack)
- ○ axe / WAVE automated scan
- ○ Moderated tests with past clients
- ○ Fix known gaps: card heart 36px, gallery buttons 40px
- ○ Visual polish

Designed with WCAG AA and Ontario’s AODA in mind; not claiming compliance until these are done.

Designed to convert — and built to be measured

✓ **Informal walkthroughs · done**
Friends & family, full flow

✓ **Test purchases · done**
Ship · pickup · digital · booking

○ **Moderated tests**
5–6 past clients, own phones

○ **Launch + baseline**
First 4–6 weeks of KPIs

HYPOTHESIS	KPI	WORKED IF
Clear options and visible prices move more shoppers to checkout	Product view → add to cart · checkout completion	rises
Self-service answers remove avoidable questions	Pre-purchase messages per order	falls
Choices and files captured with the order cut coordination	Orders arriving complete · follow-ups per order	↑ complete ↓ follow-ups
One storefront connects services and products	Orders combining a logo package and a sign	rises
The compact form makes configuring faster	Time to configure · inline errors per attempt	falls

Targets are set against the launch baseline. Test tasks: ready-made buyer · wedding / keepsake · maker · needs a logo · has a flat logo.

REFLECTION

Great product design is intentional at every step.

This project reinforced my belief that strong product design goes beyond the interface. It's about making thoughtful decisions that balance user needs, business goals and technical realities.

Keep

Using AI to accelerate research and exploration, as a collaborator: giving it clear direction, reviewing its output, testing the results and iterating.

My take

Just because you can doesn't mean you should. Knowing where you bring the most value is just as important as knowing what you're capable of.

Next time

Prototype the wireframes first, validate the structure and key flows while changes are cheap, then build. AI can accelerate implementation, but it doesn't replace a well-tested design foundation.