

Boommy shop

User friendly e-commerce CMS

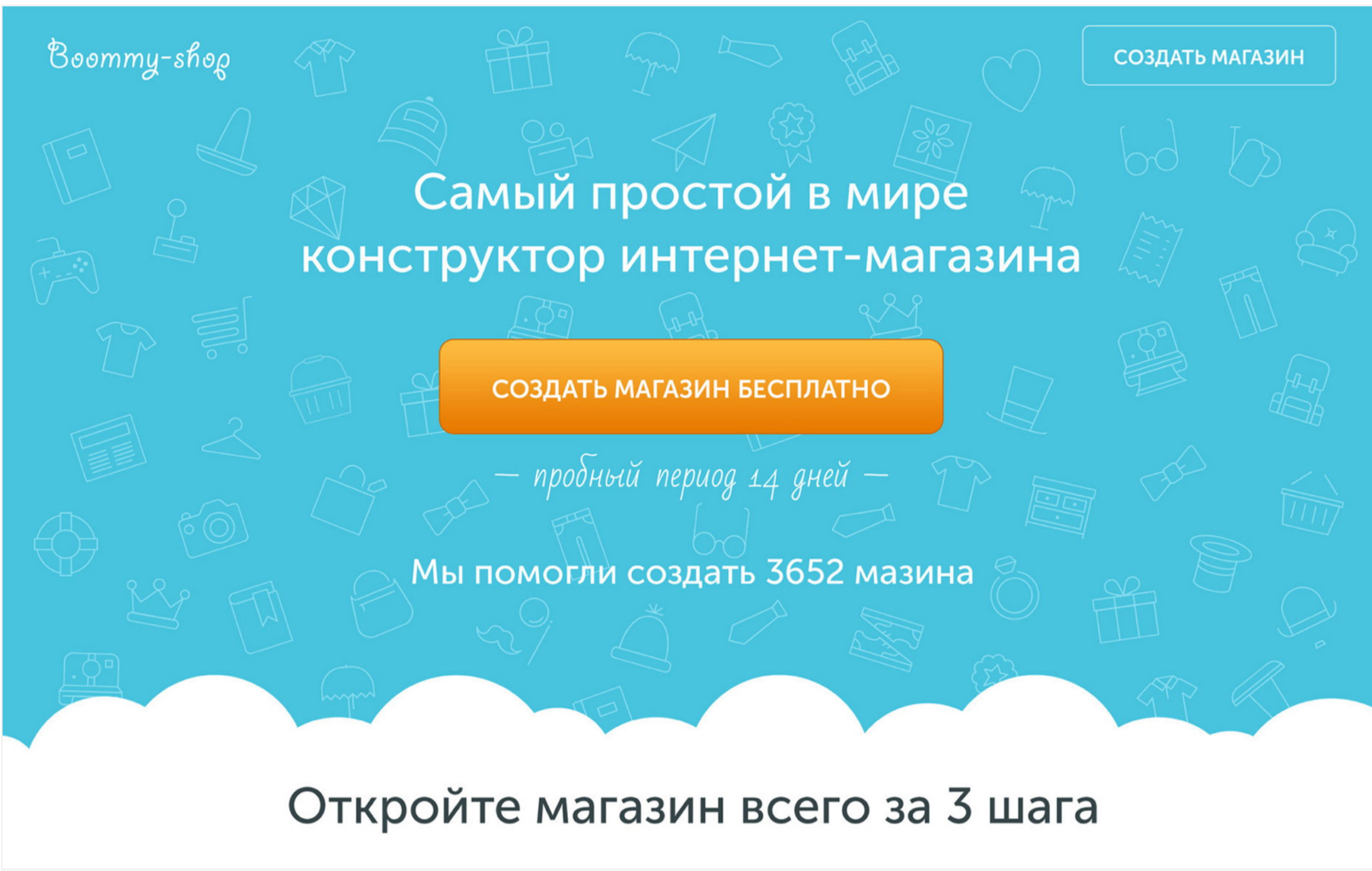
ABOUT THE PROJECT

- Part of major fashion portal [boommy.ru](#)
- < 3 min needed to create your own shop
- UI/UX tailored to a **female audience**

ABOUT OUR WORK

- 100+ pages designed** in one month
Our goal was to design a simple experience for users creating their own shops. We crafted UI specifically to attract a female audience.
- Implemented a **full-stack design cycle**
We did all the work, from wireframes to the final design. At each step, we tested a focus group similar to the target audience.
- Supported project for **6 months after**
We continued to support the project even after its release, making UX improvements in response to real-world feedback.
- Created full **design guidelines**
We compiled all rules, element states and behavior, colors, fonts, and usage practice examples to make sure the team could follow it.

EXAMPLES OF OUR DESIGN WORK



First landing page screen

Landing page

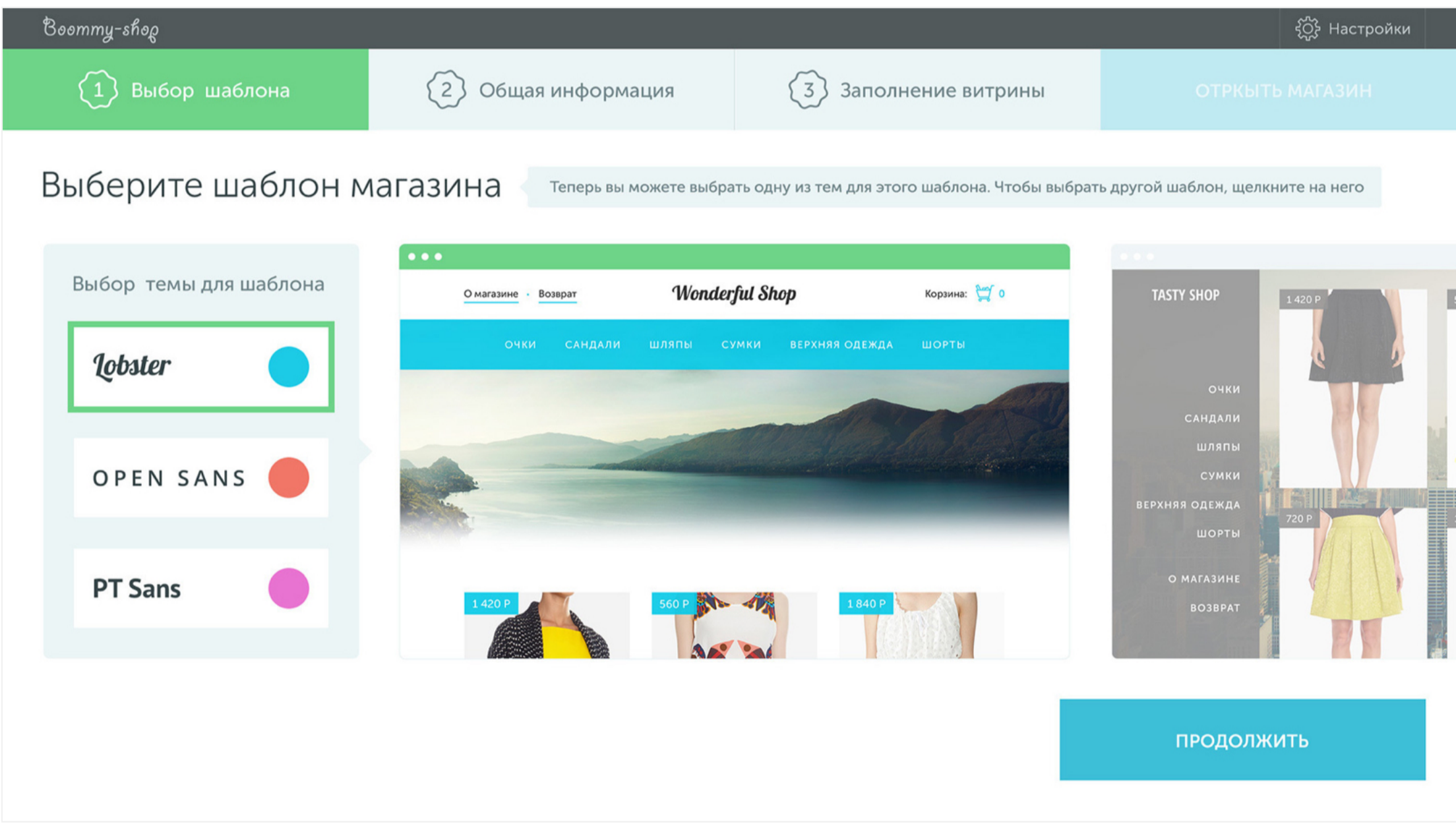
The entry point for new users is the landing page. Here, we focused on showing how easy it is for anyone to create their own shop and start selling products, all over the world, even without programming knowledge.

Eye pleasing design and illustrations that emphasize it.

You can find the full version at [shop.boommy.ru](#)

Screen about main advantages

Screen shows facts how easy it is to open a store

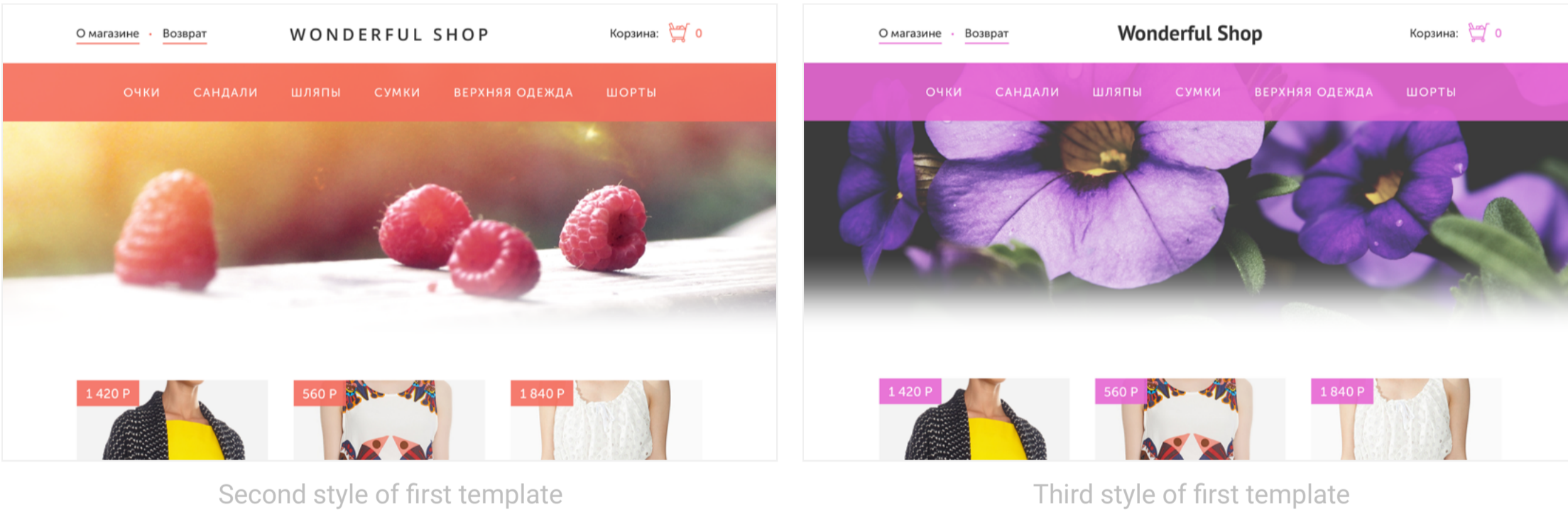


First step of shop constructor

The first step

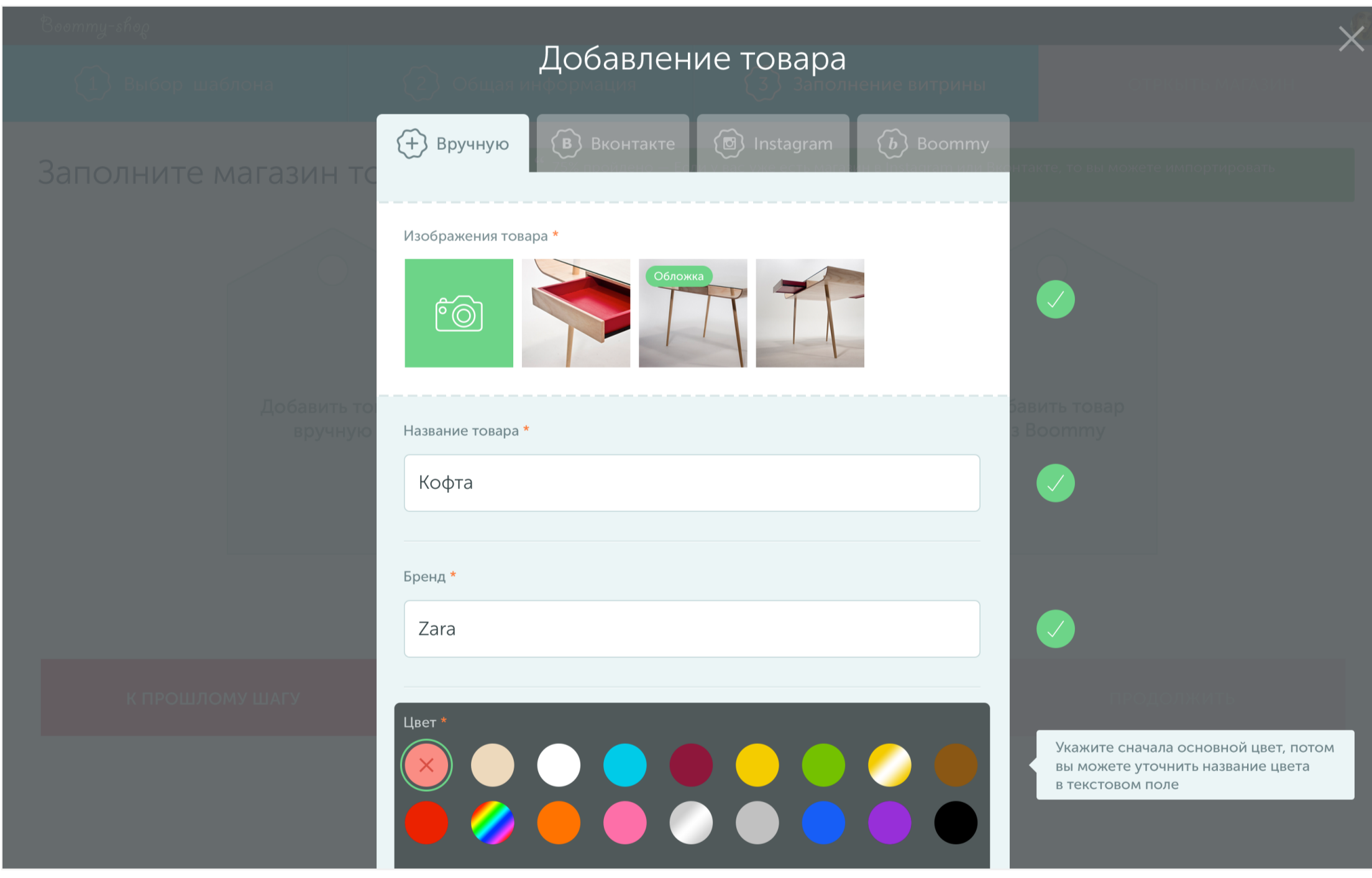
Start your own store in just 3 easy steps. At this stage, the user selects a template and style.

We developed 2 base templates, with 3 different styles for each. Creating templates is not an easy task, because they must work in most contexts, and it's difficult to imagine every customizable solution. You have to worry about fonts, flexible grids, and, for example, situations where a user decides to create more than 10 menu items.



Second style of first template

Third style of first template

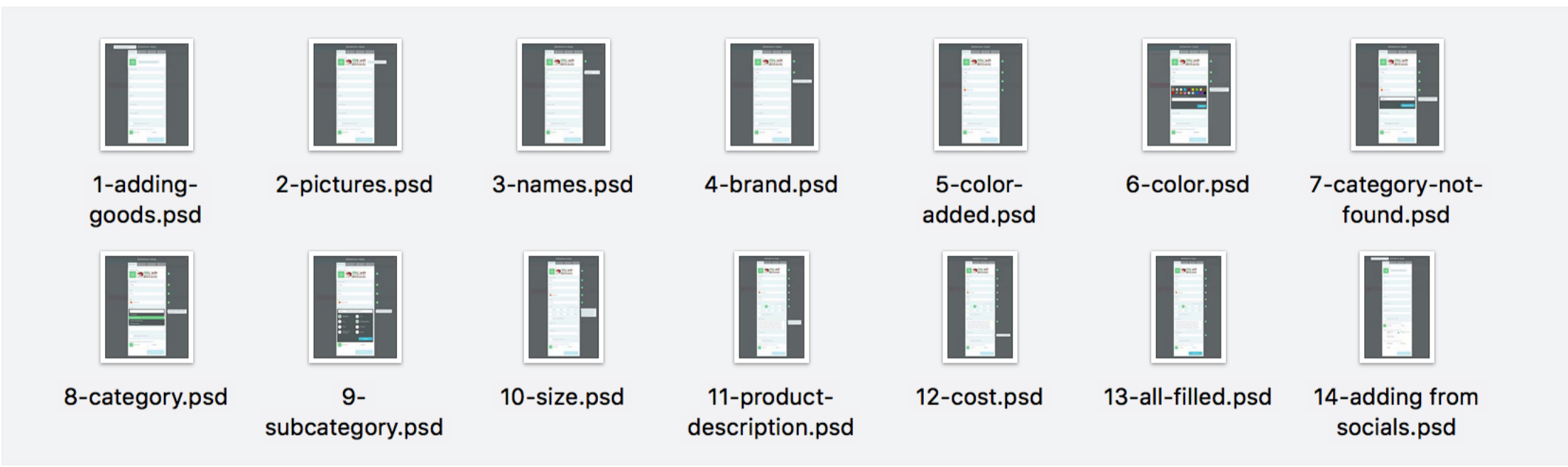


Adding items popup

Adding items

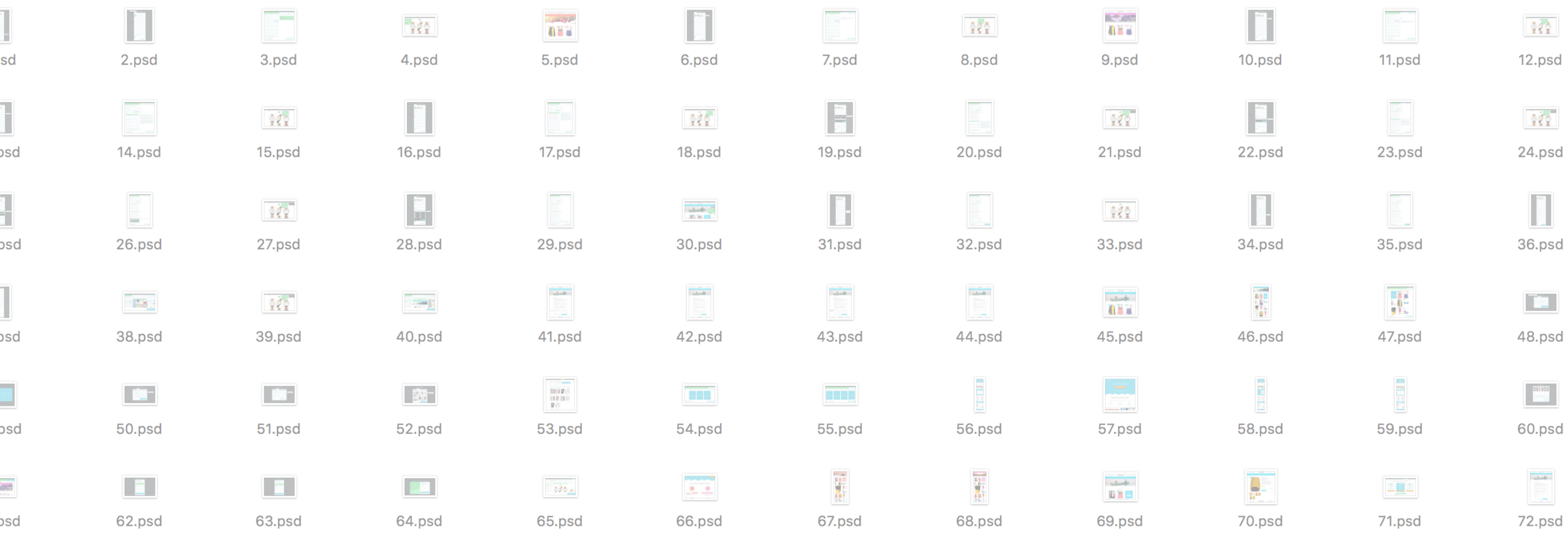
A simple yet powerful form for adding new items to your shop. Add images, select brands, pick a color scheme (primary, secondary), integrate with social networks like VK and Instagram, and root Boommy's portal.

Even for that form, we designed all possible states of the elements and error handling.



All states of adding items

Mockups created for the project





CONTACT US

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