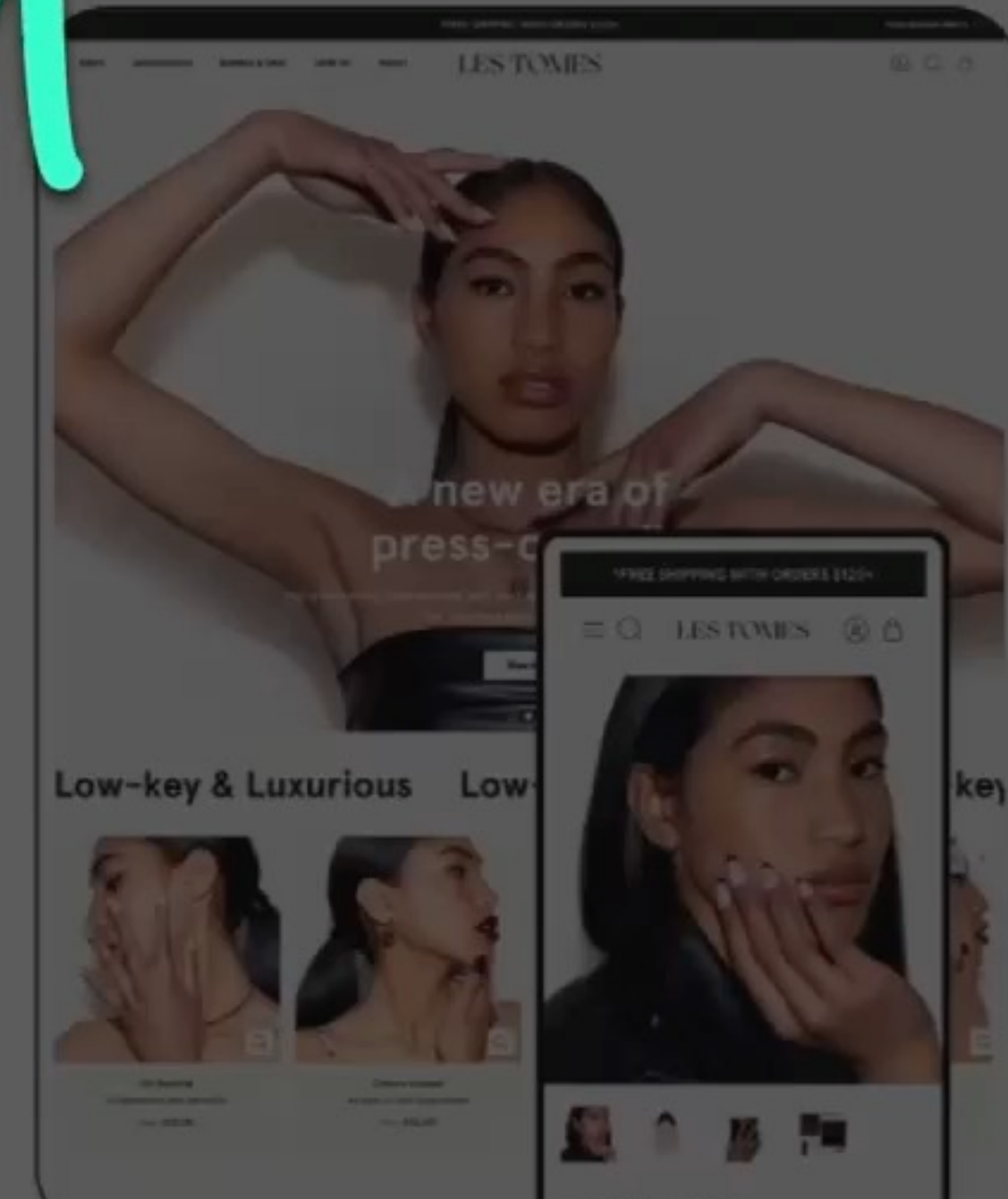
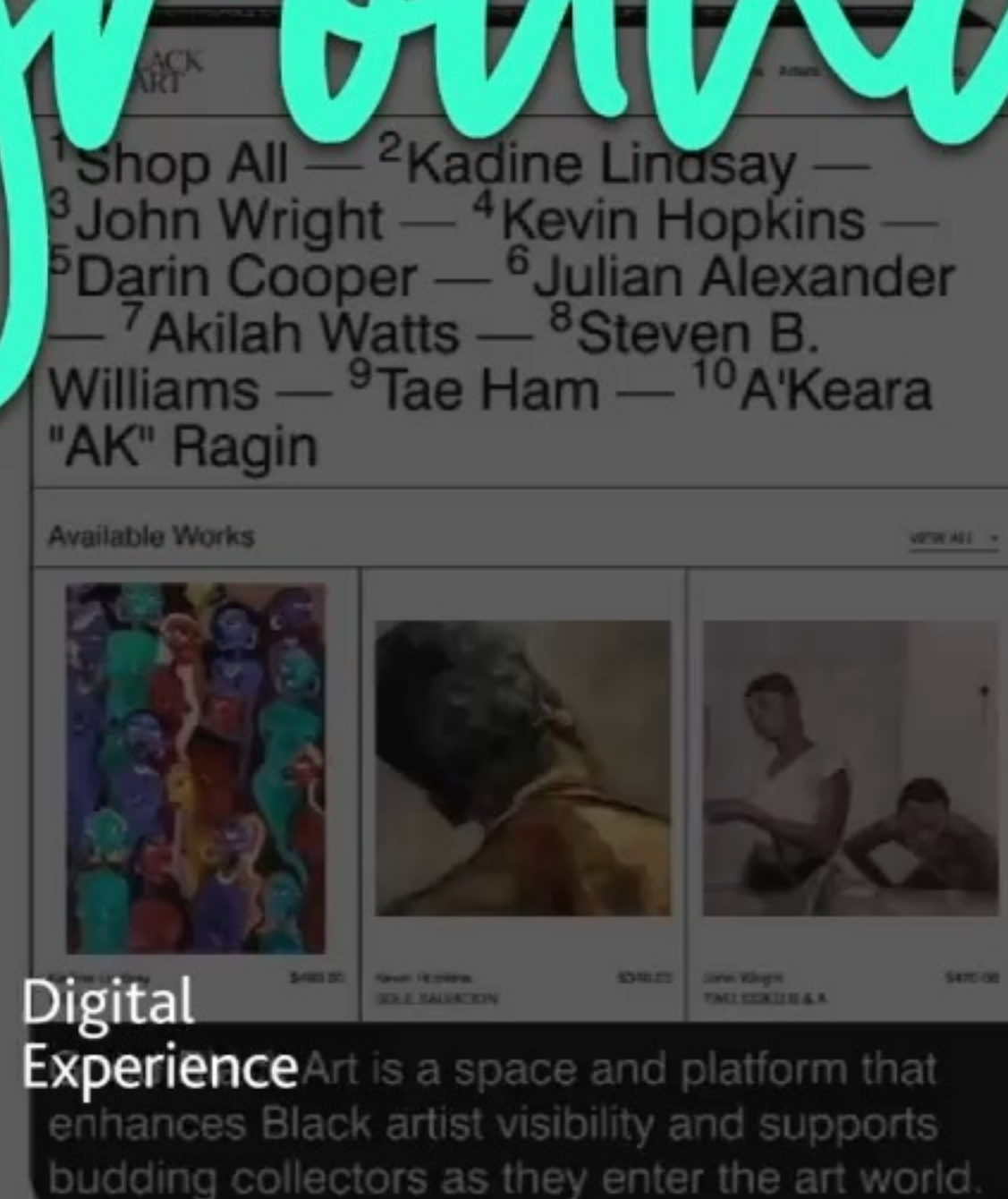
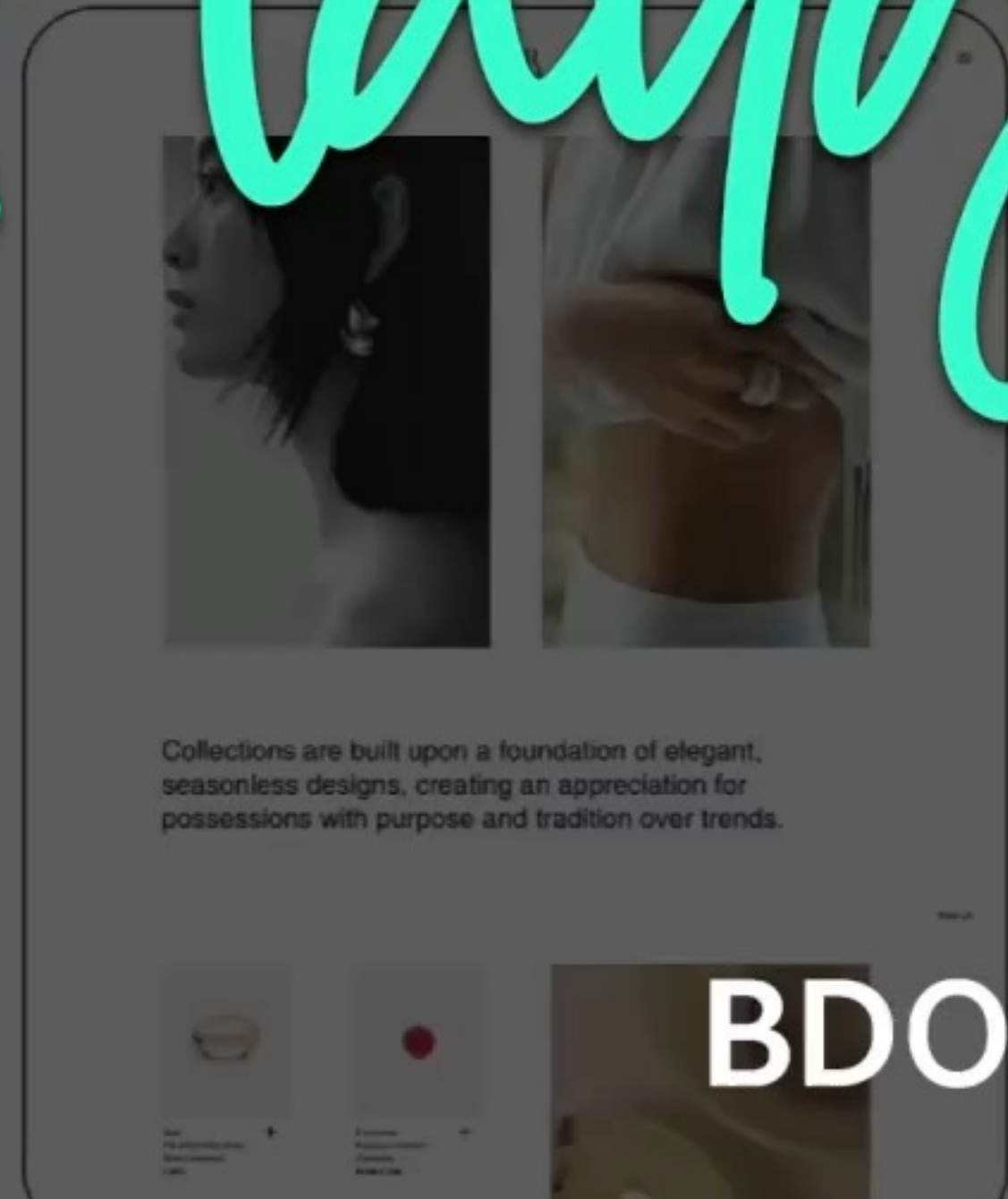
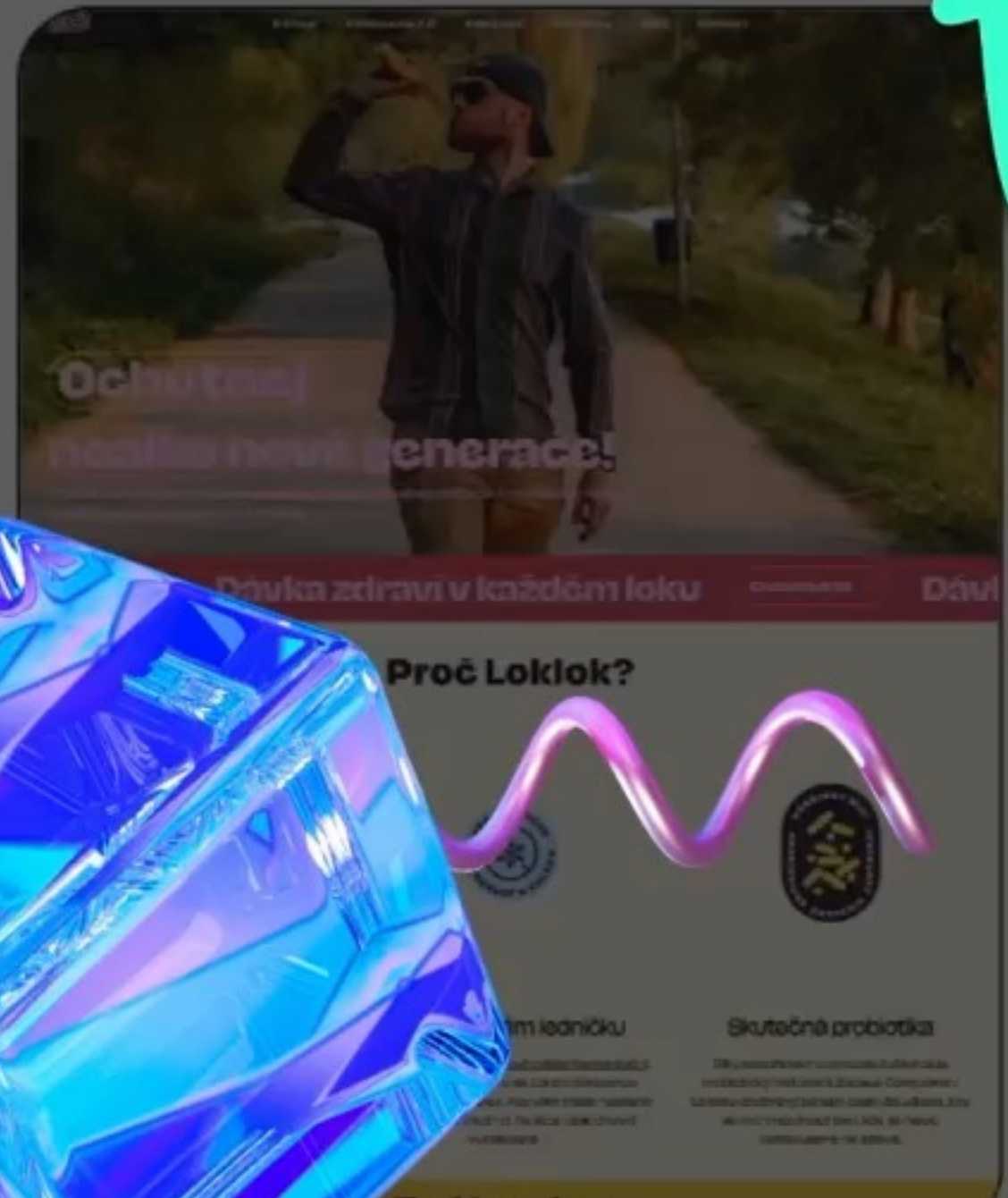
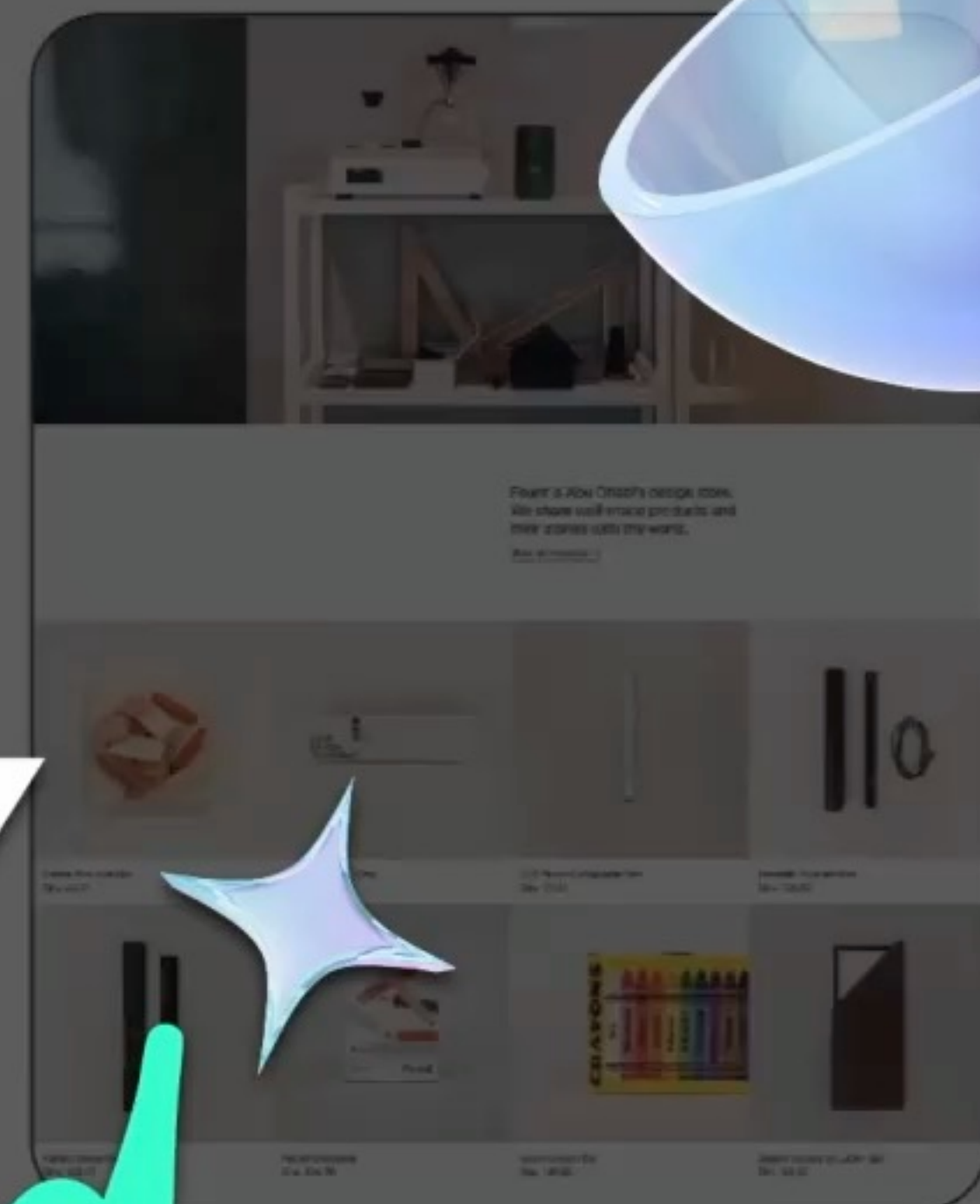
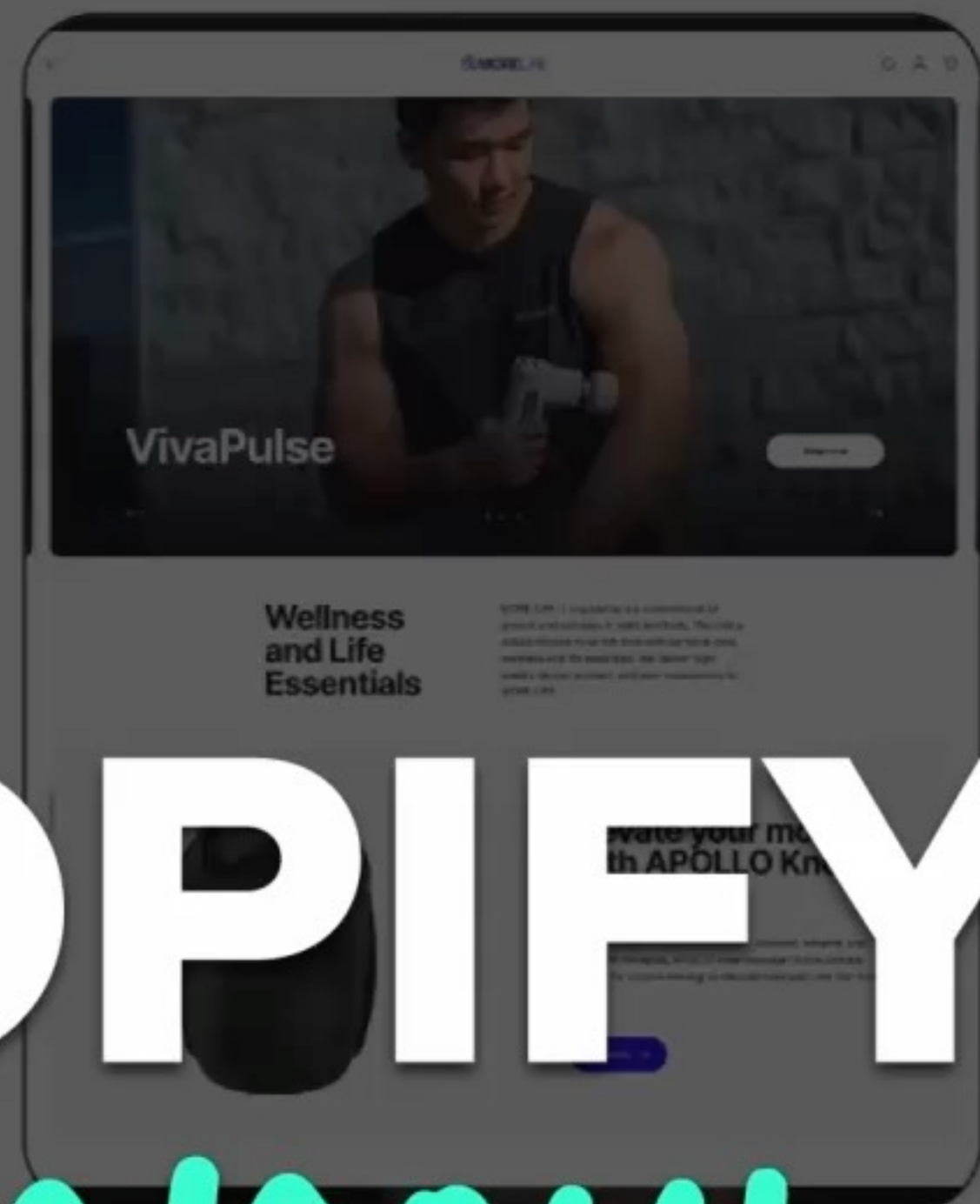
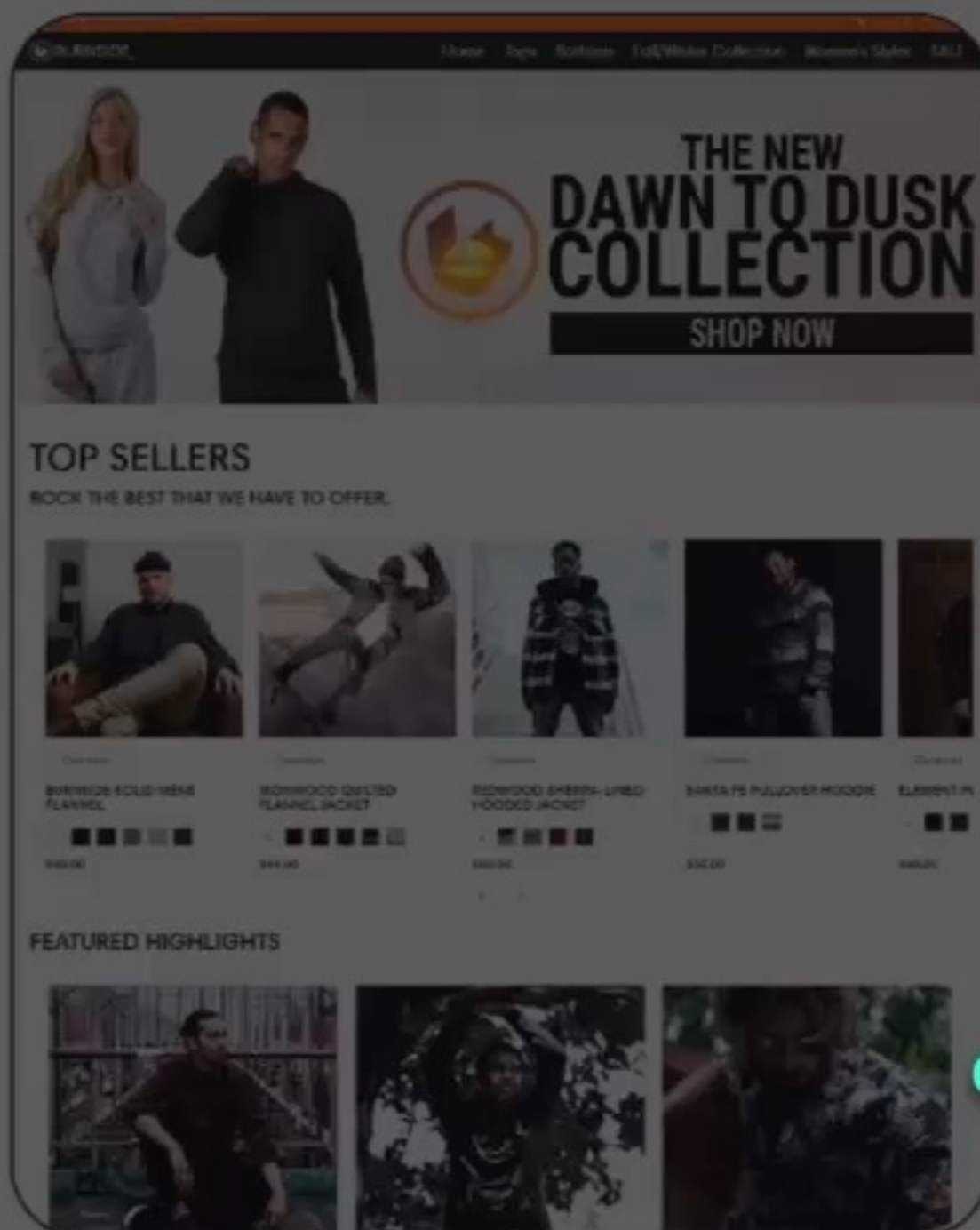


SHOPIFY

Playground



BDO | Digital Experience

Art is a space and platform that enhances Black artist visibility and supports budding collectors as they enter the art world.

IN A WORLD OF TEMPLATES

#MY DNA

#MY EXPERIENCE

#MY LOOK

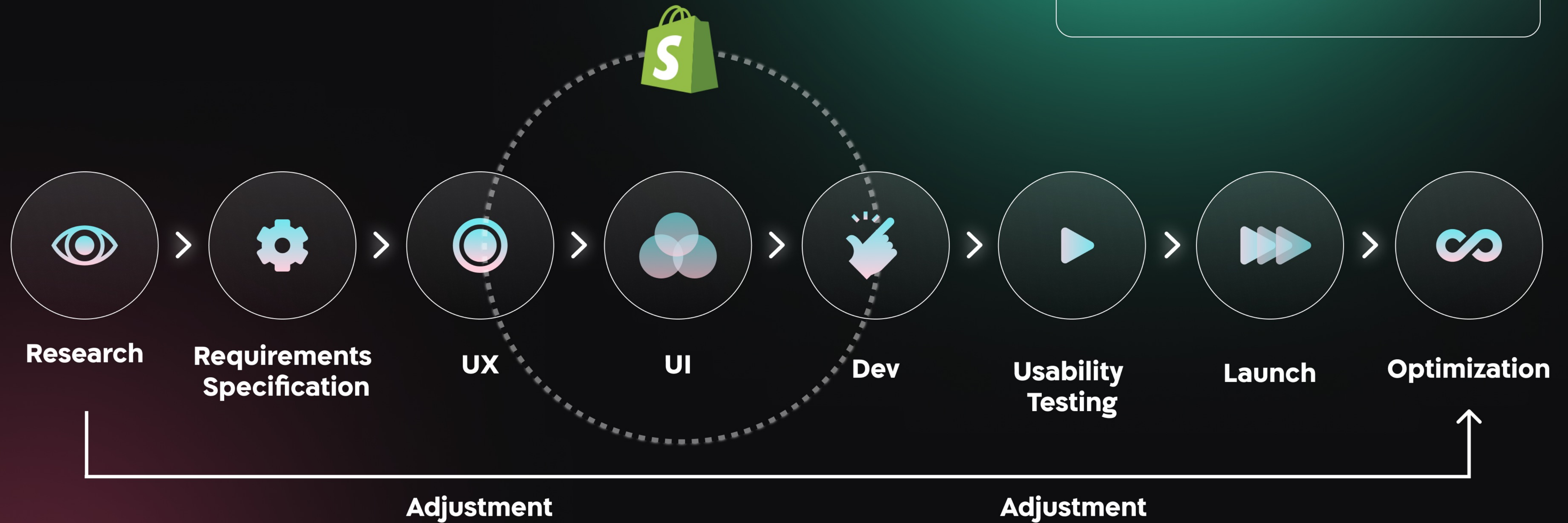


MASTERING THE PROCESS

#ZOOM OUT

#KICK-OFF POINTS

#ADJUSTMENT



UNCOVER HIDDEN TREASURES

#KNOW YOUR POSITION

#GLOBAL SPARKS

#DECODE YOUR USERS

#DEFINE YOUR DIRECTION



ALIGN DESIRES WITH REALITY



#MEETING YOUR NEEDS

#TICKS MOST BOXES

#EXPAND YOUR SEARCH



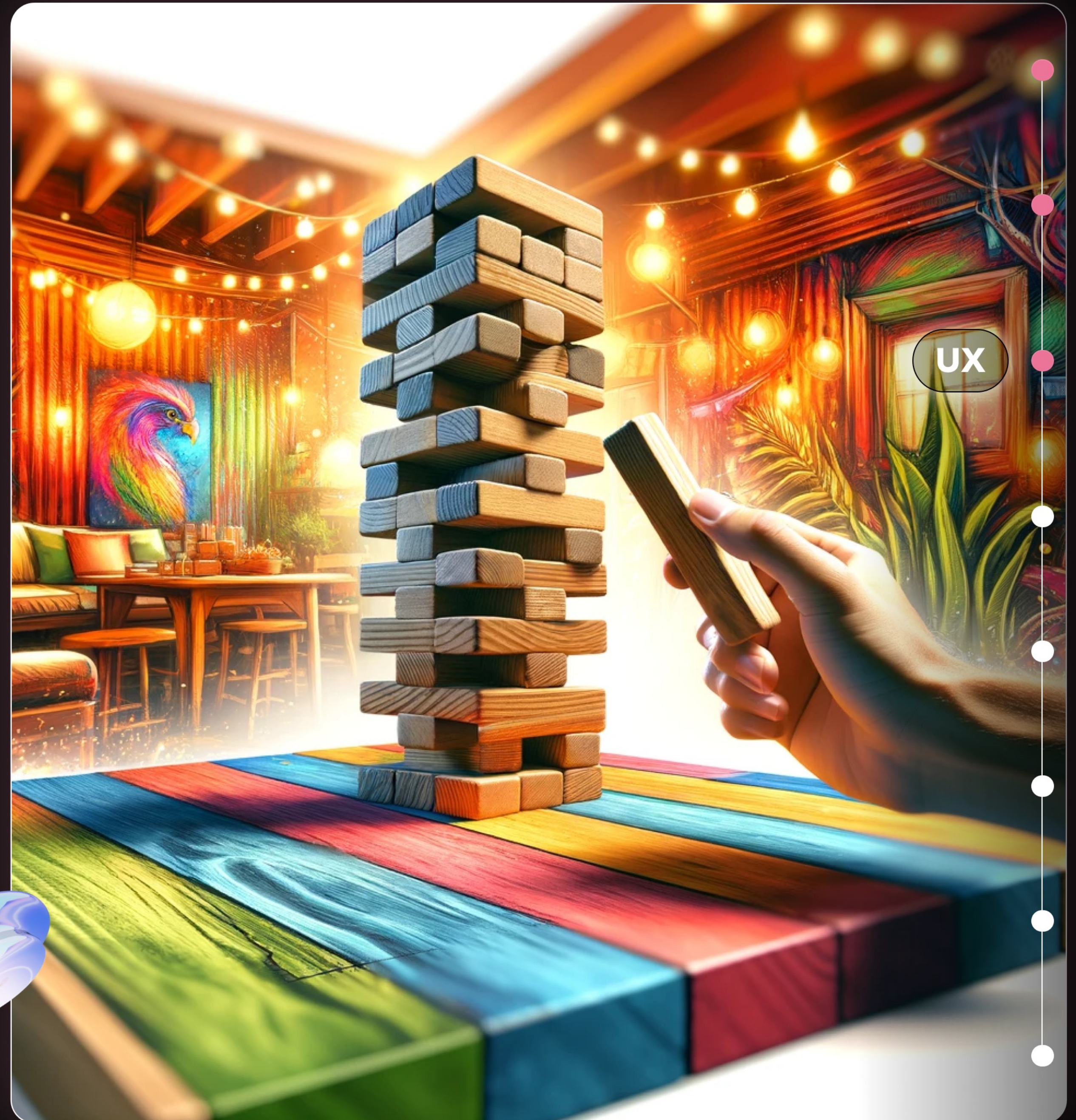
Specification

BREAK THE MOLD

#UX: THE PATH, NOT THE GOAL

#MOBILE TEMPLATE

#MICRO COPY

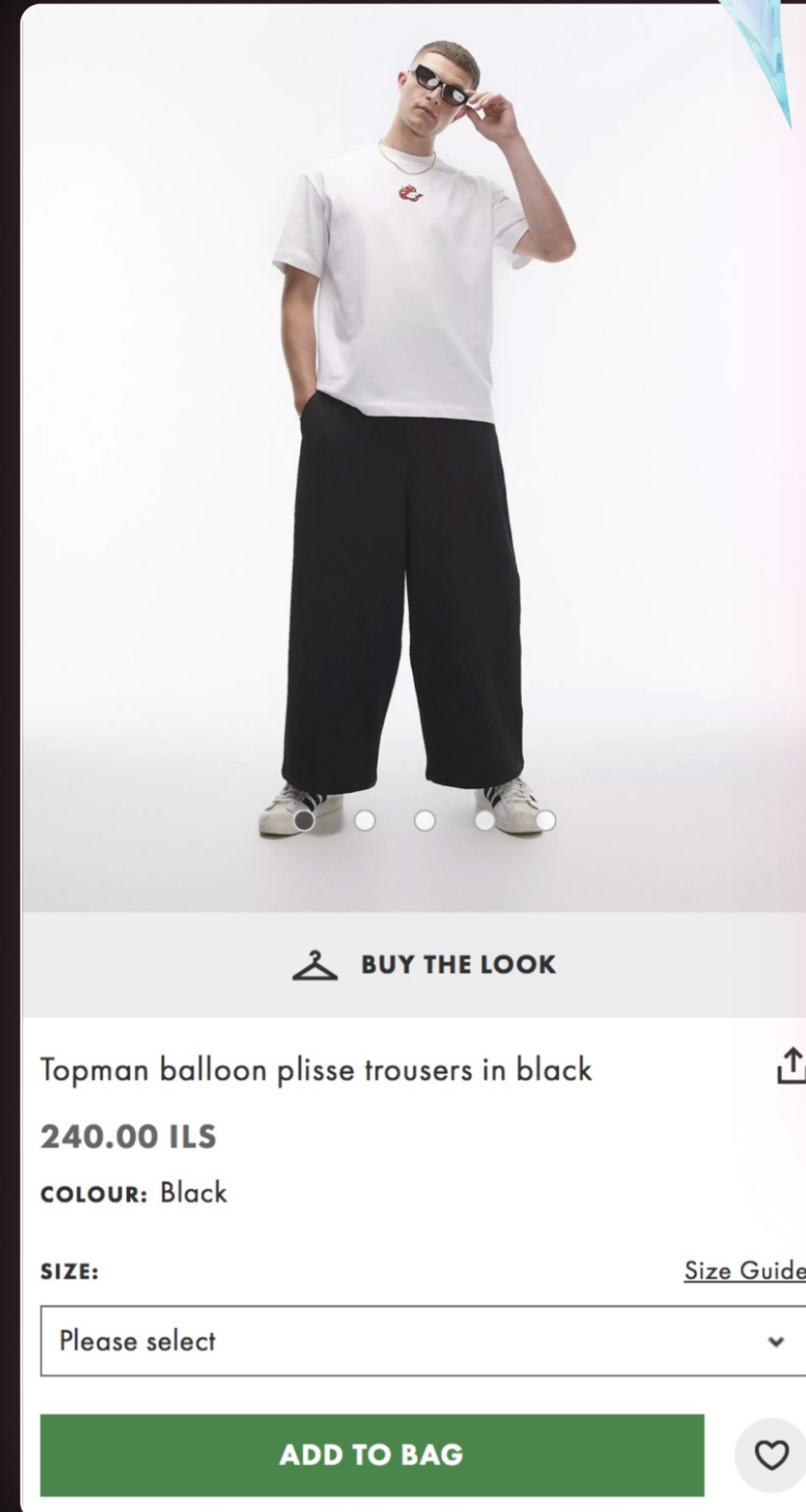


DESIGN THAT DELIVERS

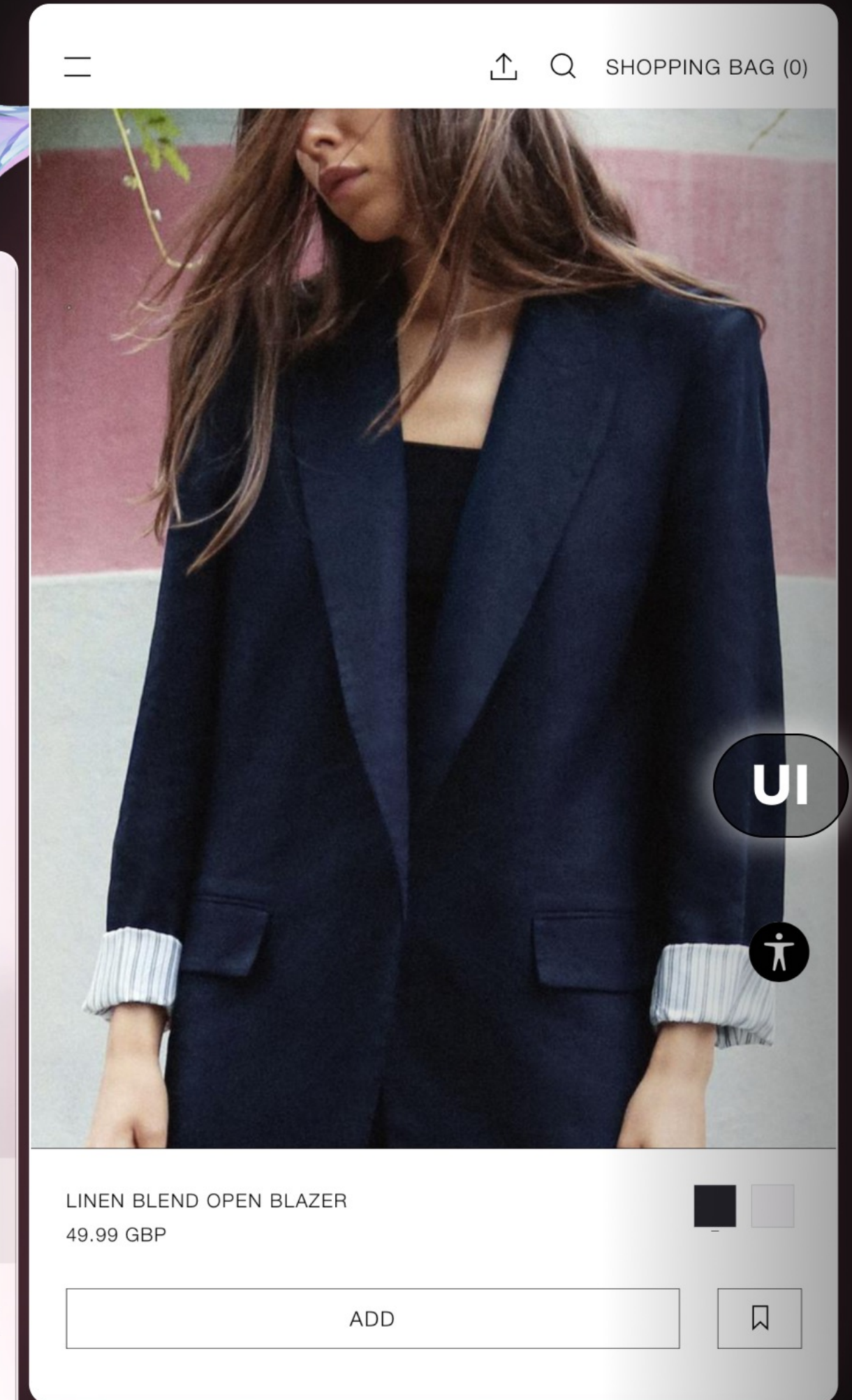
#BRAND VS FUNCTIONALITY

#BEAUTY IS PERSONAL

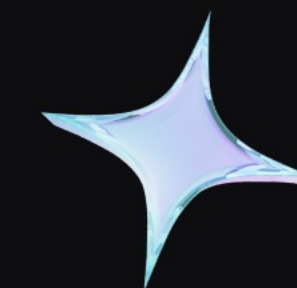
#MICRO ANIMATION



Product page for Topman balloon plisse trousers in black. The image shows a male model wearing a white t-shirt and black trousers. Below the image is a "BUY THE LOOK" button. The product name is "Topman balloon plisse trousers in black" with a price of "240.00 ILS" and "COLOUR: Black". There is a "SIZE:" dropdown menu with "Please select" and a "Size Guide" link. A green "ADD TO BAG" button is at the bottom, along with a heart icon for favorites.



Product page for a Linen Blend Open Blazer. The image shows a female model wearing a dark blue blazer. The product name is "LINEN BLEND OPEN BLAZER" with a price of "49.99 GBP". There is an "ADD" button and a bookmark icon. The page also features a "SHOPPING BAG (0)" indicator at the top right and a "UI" label on the right side.

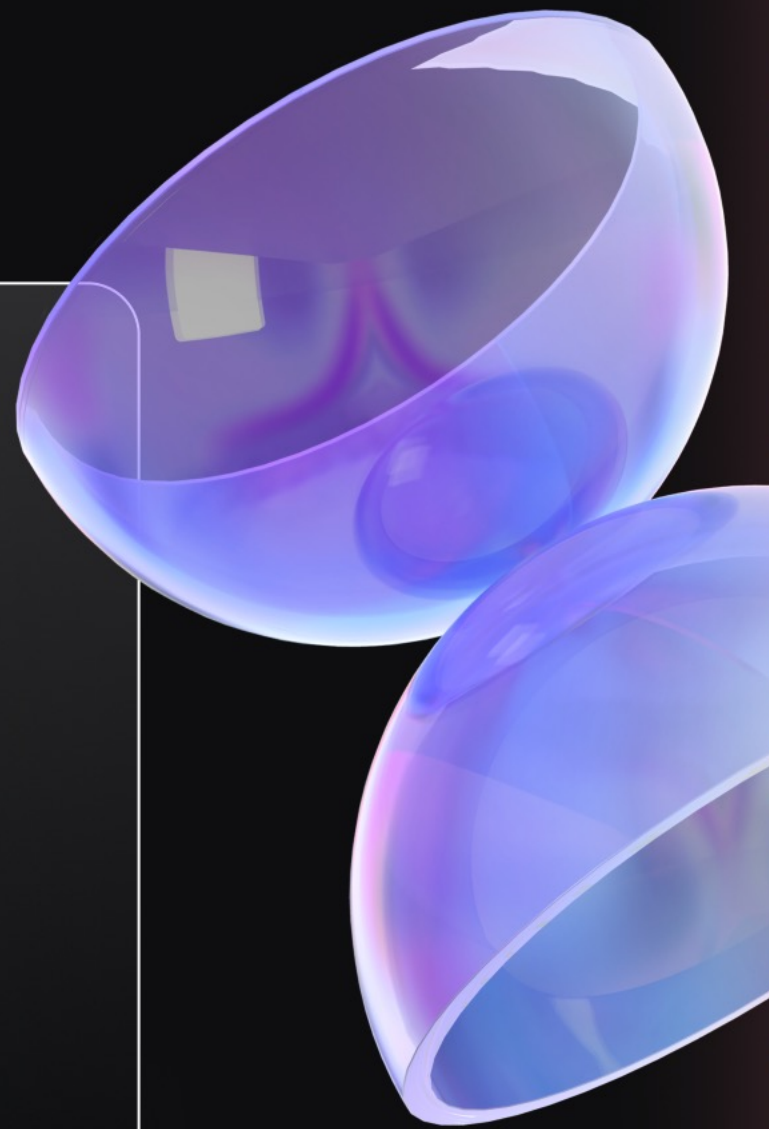


STICK TO THE PLAN?

#ZOOM OUT

#LUNCH OR FIX

#SHOPIFY APPSTORE



EMBRACE MISTAKES

#YOUR QUALITY COMPASS

#SCALABILITY

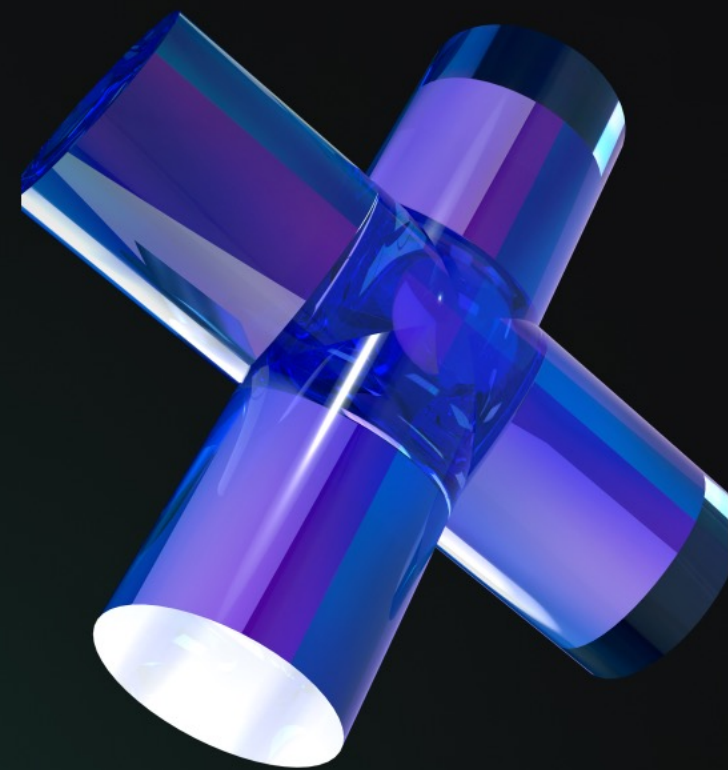
#SMALL TWEAKS, BIG IMPACT



Usability Testing



READY, SET, DON'T!



NEVER STOP ADJUSTING

#1 HOUR HOTJAR

#ANALYTICS HERO

#DON'T IDOLIZE YOUR PRODUCT



Optimization

Tnx ✨

BDO | Digital Experience

