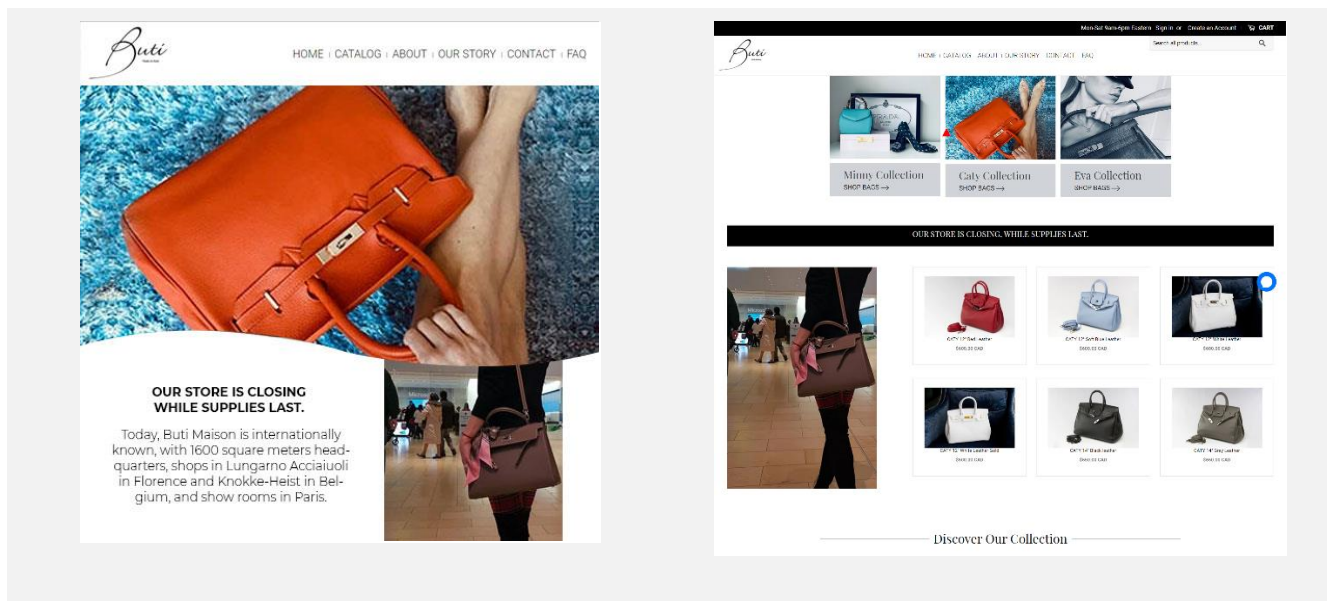




# Case Study BUTI BAGS

IC: Tali Hasanov  
End Client: Buti Bags  
Website: <https://butibags.ca/>  
CMS: Shopify



Before

After

## ABOUT BUTI BAGS



Buti Maison is internationally known, with 1600 square meters headquarters, shops in Lungarno Acciaiuoli in Florence and Knokke-Heist in Belgium, and show rooms in Paris. We have distributors in France, and South Korea, and customers the United Kingdom, United States, Germany, Malaysia, and worldwide where the tradition of the "Bottega Artigiana" and contemporary tastes reign strong. Our artisans meet with our founder Pilade Buti every morning where he gives his own personal approval or denial for each bag, as he has been doing for the last

sixty years, always working with the highest quality standards and a deep love for his masterpieces.

## THE CHALLENGES

Client approached us with the issues that her end-client was facing with his old website. Some of the major issues they had mentioned were:

- There were many missing images on the website,
- It was black color price on the black purse – so price was not visible properly
- Products description was not intuitive and not notifiable at first look
- Website Design and Structure was kind of mess and was not clear

So there was a challenge for us to prepare a homepage of the prototype to discover users' mental models of landing on an e-commerce site. After analyzing all of our research, we began to understand our project's challenges:

- How do we convince eco-fashion buyer to choose large range of Bags that was not very selling with existing site?
- How do we evoke user's trust and credibility?
- How do we communicate the value in business model?

## SOLUTIONS



Since challenges were more related to UI experience, so our designers played around with a few new accent colors to use on the site, and we went with original black color of the logo. Use of

Black with white color helped give the site fresh energy while exuding maturity and sophistication.

The CMS was structured to make it super simple for client's team to be able to upload fresh homepage content, new products, product specials, and more, by themselves.

Our team handled all parts of the launch - from setting the site up on Shopify to Go live testing and taking care of best practices for SEO for redesigned websites.

## PROJECT DELIVERY

While Buti Bags website makeover had a dramatically different before and after, the new site gave the client's team at Buti Bags the ability to keep content fresh and up-to-date in a way they had not been able to before. The new site architecture allowed visitors to easily find what they were looking for and a fresh design has helped them get the attention they were looking for from potential franchisee owners.



*"Thanks Guys, it was a smart move for my new website. Very excited to see my new website with fresh design and it is helping me sell my products from website that is true beauty online."*

**Buti Maison**