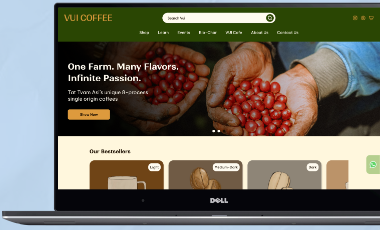
SHOPIFY

B2C E-Commerce redesign

Enhancing brand, product discoverability, & User journey

Mobile

Computer


VUI COFFEE
Search Vui
Shop
Learn
Events
Bio-Char
VUI Cafe
About Us
Contact Us
Show Now
Our Bestsellers
Light
Medium-Dark
Dark
DELL

One Farm. Many Flavors. Infinite Passion.

Tat Tvam Asi's unique 8-process single origin coffees

The previous website didn't reflect the quality or personality of the brand. It felt generic, cluttered, and made it hard for users to find or understand products. I delivered a cleaner, more intuitive e-commerce experience that helps users understand, trust, and purchase faster, while reflecting Vui Coffee's unique craft and quality.

ROLE
UX & UI Designer

Key Issues

1. Inconsistent visuals and brand expression.
2. No clear way to guide new users to the right coffee.
3. Minimal storytelling about origin, flavor, or process.
4. Lack of features that drive retention (subscriptions, personalization)

My Approach

1. Added a Product Quiz to guide new users through coffee selection.
2. Introduced a subscription model for recurring customers.
3. Replaced inconsistent illustrations with authentic, brand-aligned visuals.
4. Showcased single-origin farms, roasting details, and flavor profiles directly on product pages.
5. Integrated brand USPs across the homepage and PDP to build trust and differentiation.

Results

6 Week Duration

4 Sep -16 Oct ⇄ 17 Oct-28 Nov

Conversion Rate	Bounce Rate	Avg. Order Quantity
148% ↑	6% ↓	17% ↑
0.62% → 1.55%	71.79% → 67.64%	1.8 → 2.1%

User Profile

Coffee Enthusiast

Coffee Expert

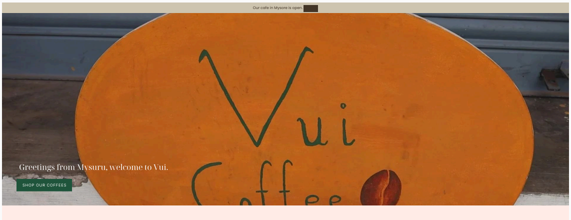
Coffee enthusiasts browse and buy with intent. They need guidance, clear tasting cues, and fast access to favorites. They need an intuitive discovery path (quiz, filters), trustworthy origin and flavor information.

Seasoned users value precision and quality. They look for detailed origin, roast, and processing information. Subscriptions help them maintain a steady supply of their preferred beans. Premium, single-origin positioning assures them of authenticity, while transparency in sourcing and sustainability builds trust.

HOME PAGE

Hero Banner

Old Design



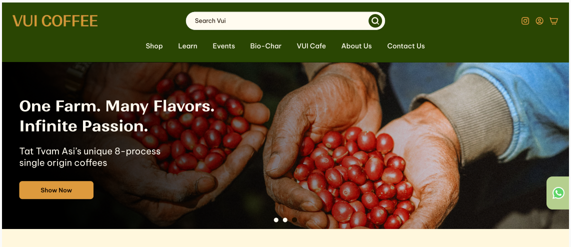
Our cafe in Mysore is open.

Greetings from Mysuru, welcome to Vui.

Vui
Coffee
SHOP OUR COFFEES

- The hero banner is the first touchpoint to introduce the brand and clearly communicate the USP.
- The older design used a looping video of coffee production that most users neither understood nor valued.
- The continuously playing video distracted users and conflicted with accessibility guidelines.
- Visual hierarchy gave insufficient prominence to Shop Our Coffees, reducing the page's commercial intent.

New Design



One Farm. Many Flavors. Infinite Passion.

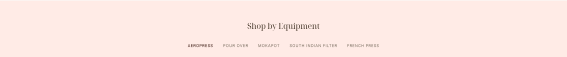
Tat Tvam Asi's unique 8-process single origin coffees

VUI COFFEE
Search Vui
Shop
Learn
Events
Bio-Char
VUI Cafe
About Us
Contact Us
Show Now

- I used the hero to firmly communicate the brand USP, 'single-origin coffee' so it's clear at first glance.
- Replaced the autoplay production video with relevant, easily understood imagery.
- Gave Shop Our Coffees visual priority and made Shop Now visually prominent.
- Kept **Now** as a subtle psychological nudge to encourage immediate action.
- Eliminated unnecessary motion to improve focus, accessibility, and conversion.

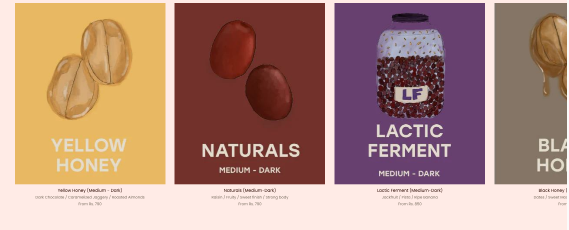
Shop by equipment

Old Design



Shop by Equipment
AEROPRESS
POUR OVER
MOKAPOT
SOUTH INDIAN FILTER
FRENCH PRESS

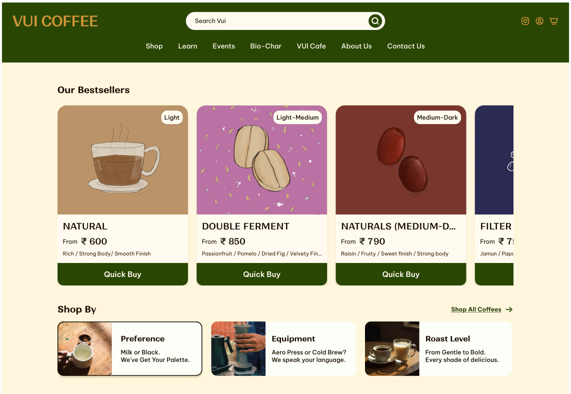
- I placed a product carousel in the first fold, UX research shows that users interact with first-fold product visuals far more than secondary content,


YELLOW HONEY
NATURALS
MEDIUM - DARK
LF
LACTIC FERMENT
MEDIUM - DARK
BLA
HO
Yellow Honey (Medium - Dark)
Dark Chocolate / Caramelized Jaggery / Roasted Almonds
From Rs. 790
Naturals (Medium-Dark)
Raisin / Fruity / Sweet finish / Strong body
From Rs. 790
Lactic Ferment (Medium-Dark)
Jackfruit / Pista / Ripe Banana
From Rs. 850
Black Honey (
Dates / Sweet Mo
From

and reducing early decision-making improves engagement.

- Instead of pushing users into a tool-selection flow too early, I wanted to invite them to explore the coffees first, especially the bestsellers. Baymard Institute's research notes that forcing premature choices increases cognitive load and drop-offs. Once users show intent, preferences like equipment or roast level can be introduced later, with better context.

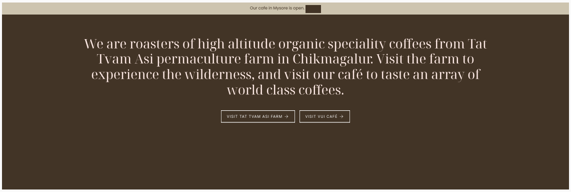
New Design


VUI COFFEE
Search Vui
Shop
Learn
Events
Bio-Char
VUI Cafe
About Us
Contact Us
Our Bestsellers
Light
NATURAL
From ₹ 600
Rich / Strong Body/ Smooth Finish
Quick Buy
Light-Medium
DOUBLE FERMENT
From ₹ 850
Passionfruit / Pomelo / Dried Fig / Velvety Fin...
Quick Buy
Medium-Dark
NATURALS (MEDIUM-D...
From ₹ 790
Raisin / Fruity / Sweet finish / Strong body
Quick Buy
FILTER
From ₹ 7
Jamun / Papa
Shop By
Shop All Coffees
Preference
Milk or Black.
We've Get Your Palette.
Equipment
Aero Press or Cold Brew?
We speak your language.
Roast Level
From Gentle to Bold.
Every shade of delicious.

- I also made sure that users are immediately able to see 'Quick Buy' CTA. A clear CTA acts as a subtle nudge toward action. However, I could not proceed with the new Product tile, as it required custom code in Shopify, and could negatively impact the performance of the website.

Establishing USP and Brand

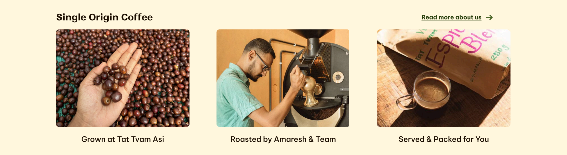
Old Design


Our cafe in Mysore is open.
VISIT TAT TVAM ASI FARM →
VISIT VUI CAFÉ →

We are roasters of high altitude organic speciality coffees from Tat Tvam Asi permaculture farm in Chikmagalur. Visit the farm to experience the wilderness, and visit our café to taste an array of world class coffees.

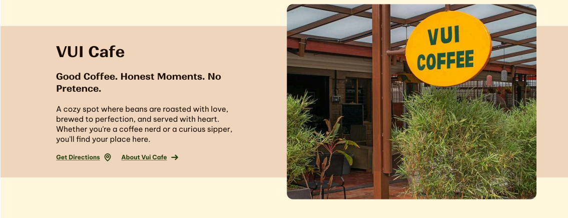
- The earlier introduction to Farm & Cafe is text heavy and does not entice users with any visuals.
- It is unable to differentiate between USP (i.e. Single Origin Coffee, and In-house meticulous roasting process) with Cafe (physical presence).

New Design


Single Origin Coffee
Read more about us →
Grown at Tat Tvam Asi
Roasted by Amaresh & Team
Served & Packed for You

- I differentiated USP (Single origin, in-house roastery) with the Cafe (physical location), with two separate sections, for clarity, and impact.
- Increased clarity in their process of procuring, processing and serving coffee.

- Visual representation of their cafe with link to location and detail page.



VUI Cafe

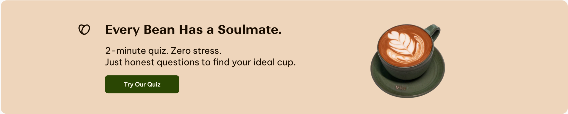
Good Coffee. Honest Moments. No Pretence.

A cozy spot where beans are roasted with love, brewed to perfection, and served with heart. Whether you're a coffee nerd or a curious sipper, you'll find your place here.

Get Directions
About Vui Cafe
VUI COFFEE

New Additions

New Design

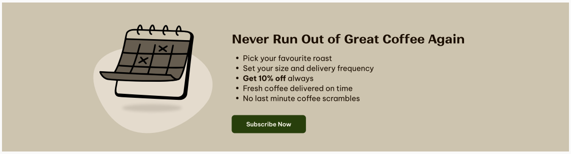


Every Bean Has a Soulmate.

2-minute quiz. Zero stress.
Just honest questions to find your ideal cup.

Try Our Quiz

- This quiz caters to Coffee Enthusiasts. It helps them to find the right coffee to order. At the cafe it is common practice for people to ask the owner for suggestions, this section is created to replicate the same experience.



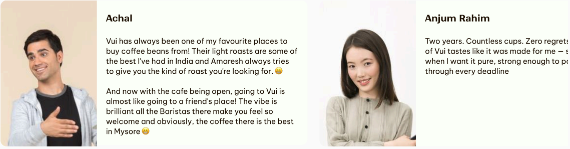
Never Run Out of Great Coffee Again

- Pick your favourite roast
- Set your size and delivery frequency
- **Get 10% off** always
- Fresh coffee delivered on time
- No last minute coffee scrambles

Subscribe Now

- One of the most important aspect of generating a regular revenue in E-commerce is creating brand loyalty. And to achieve that we need to create a seamless experience of reordering favourites. This feature can be used by Coffee experts, who know what exactly they want regularly delivered to their doorstep; without any hassle.
- Subscription model have known to have remarkable success in E-commerce.

Testimonials



Achal

Vui has always been one of my favourite places to buy coffee beans from! Their light roasts are some of the best I've had in India and Amaresh always tries to give you the kind of roast you're looking for. 😊

And now with the cafe being open, going to Vui is almost like going to a friend's place! The vibe is brilliant all the Baristas there make you feel so welcome and obviously, the coffee there is the best in Mysore 😊

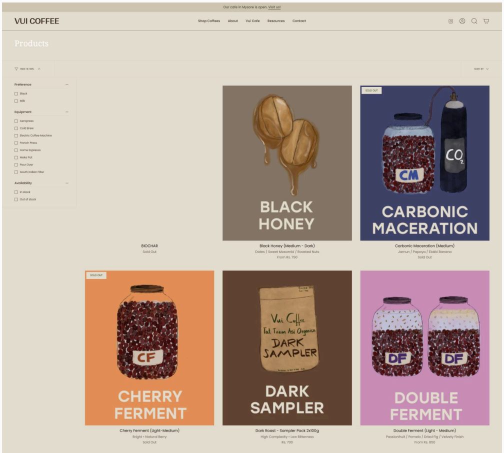
Anjum Rahim

Two years. Countless cups. Zero regrets
of Vui tastes like it was made for me — s
when I want it pure, strong enough to pu
through every deadline

- Product reviews are added for social proof and to increase the trust in the brand.

Product Listing Page

Old Design



Our cafe in Mysore is open. Visit us!

VUI COFFEE

Shop Coffees
About
Vui Cafe
Resources
Contact

Products

HIDE FILTERS
SORT BY

Preference
☐ Black
☐ Milk

Equipment
☐ Aeropress
☐ Cold Brew
☐ Electric Coffee Machine
☐ French Press
☐ Home Espresso
☐ Moka Pot
☐ Pour Over
☐ South Indian Filter

Availability
☐ In stock
☐ Out of stock

BIOCHAR
Sold Out

BLACK HONEY

Black Honey (Medium - Dark)
Dates / Sweet Mosambi / Roasted Nuts
From Rs. 790

SOLD OUT
CO2
CM
CARBONIC MACERATION

Carbonic Maceration (Medium)
Jamun / Papaya / Elakki Banana
Sold Out

SOLD OUT
CF
CHERRY FERMENT

Cherry Ferment (Light-Medium)
Bright • Natural Berry
Sold Out

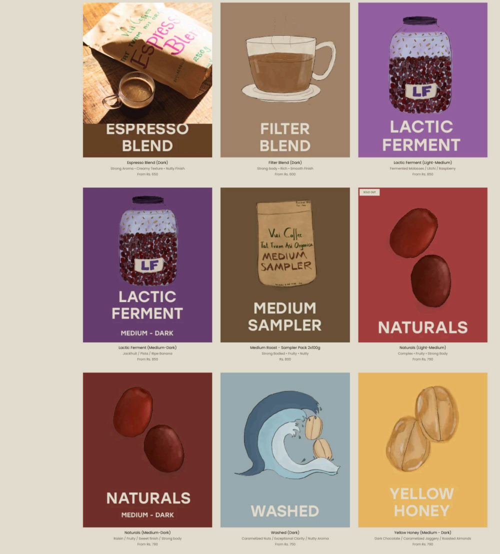
Vui Coffee
Tat Tvam Asi Organica
DARK SAMPLER
DARK SAMPLER

Dark Roast - Sampler Pack 2x100g
High Complexity • Low Bitterness
Rs. 700

DF
DF
DOUBLE FERMENT

Double Ferment (Light - Medium)
Passionfruit / Pomelo / Dried Fig / Velvety Finish
From Rs. 850

- The illustration were not adhering to any brand guideline and were not consistent.
- The jars (representing fermentation) can appear vague to 'Coffee Enthusiasts'.



ESPRESSO BLEND

Espresso Blend (Dark)
Strong Aroma • Creamy Texture • Nutty Finish
From Rs. 650

FILTER BLEND

Filter Blend (Dark)
Strong body • Rich • Smooth Finish
From Rs. 600

LACTIC FERMENT

Lactic Ferment (Light-Medium)
Fermented Molasses / Litchi / Raspberry
From Rs. 850

LACTIC FERMENT
MEDIUM - DARK

Lactic Ferment (Medium-Dark)
Jackfruit / Pista / Ripe Banana
From Rs. 850

MEDIUM SAMPLER

Medium Roast - Sampler Pack 2x100g
Strong Bodied • Fruity • Nutty
Rs. 800

SOLD OUT
NATURALS

Naturals (Light-Medium)
Complex • Fruity • Strong Body
From Rs. 790

NATURALS
MEDIUM - DARK

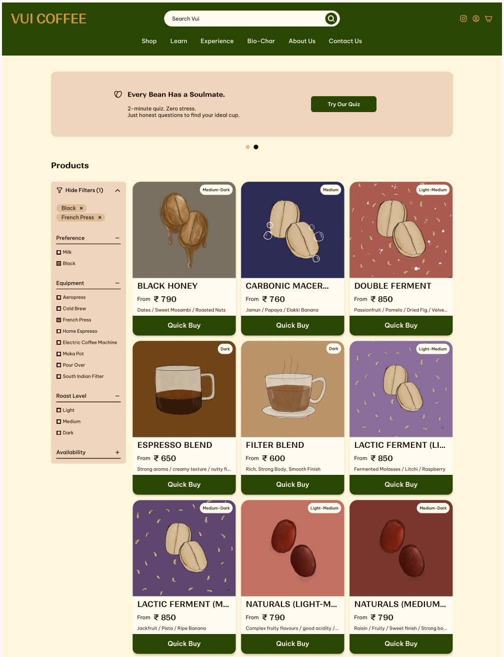
Naturals (Medium-Dark)
Raisin / Fruity / Sweet finish / Strong body
From Rs. 790

Washed (Dark)
Caramelized Nuts / Exceptional Clarity / Nutty Aroma
From Rs. 750

YELLOW HONEY

Yellow Honey (Medium - Dark)
Dark Chocolate / Caramelized Jaggery / Roasted Almonds
From Rs. 790

New Design



VUI COFFEE
Search Vui
Shop
Learn
Experience
Bio-Char
About Us
Contact Us

Every Bean Has a Soulmate.

2-minute quiz. Zero stress.
Just honest questions to find your ideal cup.

Try Our Quiz

Products

Hide Filters (1)

Black ×
French Press ×

Preference –
☐ Milk
☒ Black

Equipment –
☐ Aeropress
☐ Cold Brew
☒ French Press
☐ Home Espresso
☐ Electric Coffee Machine
☐ Moka Pot
☐ Pour Over
☐ South Indian Filter

Roast Level –
☐ Light
☐ Medium
☐ Dark

Availability +

Medium-Dark
BLACK HONEY
From ₹ 790
Dates / Sweet Mosambi / Roasted Nuts
Quick Buy

Medium
CARBONIC MACER...
From ₹ 760
Jamun / Papaya / Elakki Banana
Quick Buy

Light-Medium
DOUBLE FERMENT
From ₹ 850
Passionfruit / Pomelo / Dried Fig / Velve...
Quick Buy

Dark
ESPRESSO BLEND
From ₹ 650
Strong aroma / creamy texture / nutty fi...
Quick Buy

Dark
FILTER BLEND
From ₹ 600
Rich, Strong Body, Smooth Finish
Quick Buy

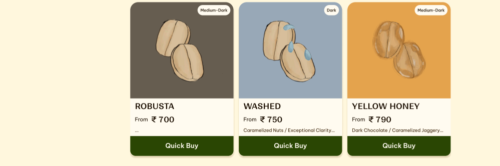
Light-Medium
LACTIC FERMENT (LI...
From ₹ 850
Fermented Molasses / Litchi / Raspberry
Quick Buy

Medium-Dark
LACTIC FERMENT (M...
From ₹ 850
Jackfruit / Pista / Ripe Banana
Quick Buy

Light-Medium
NATURALS (LIGHT-M...
From ₹ 790
Complex fruity flavours / good acidity /...
Quick Buy

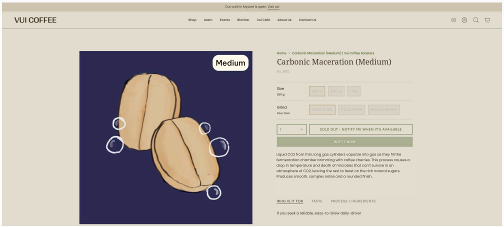
Medium-Dark
NATURALS (MEDIUM...
From ₹ 790
Raisin / Fruity / Sweet finish / Strong bo...
Quick Buy

- The colour palette and illustration style was improved to match the brand.
- The quiz was added to the top of page (along with the Home page) for easy access. Psychologically this screen can use the help of quiz in coffee selection.


Medium-Dark
ROBUSTA
From ₹ 700
...
Quick Buy
Dark
WASHED
From ₹ 750
Caramelized Nuts / Exceptional Clarity...
Quick Buy
Medium-Dark
YELLOW HONEY
From ₹ 790
Dark Chocolate / Caramelized Jaggery...
Quick Buy

Product Detail Page

Old Design


Our cafe in Mysore is open. Visit us!
VUI COFFEE
Shop
Learn
Events
Biochar
Vui Cafe
About Us
Contact Us
Medium
Home • Carbonic Maceration (Medium) | Vui Coffee Roasters
Size
250 g
250 G
500 G
1 KG
Grind
Pour Over
POUR OVER
COLD BREW
WHOLE BEANS
1
SOLD OUT - NOTIFY ME WHEN IT'S AVAILABLE
BUY IT NOW
WHO IS IT FOR
TASTE
PROCESS / INGREDIENTS

Carbonic Maceration (Medium)

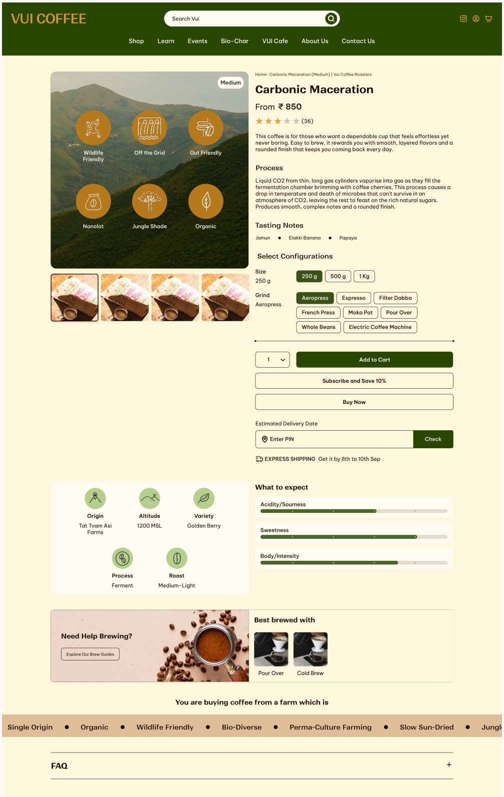
Rs. 850

Liquid CO2 from thin, long gas cylinders vaporize into gas as they fill the fermentation chamber brimming with coffee cherries. This process causes a drop in temperature and death of microbes that can't survive in an atmosphere of CO2, leaving the rest to feast on the rich natural sugars. Produces smooth, complex notes and a rounded finish.

If you seek a reliable, easy-to-brew daily-driver

- The PDP is the most crucial page in any E-Commerce, because it is the only page which will advocate your product like a true sales-person. It will provide users with important information, and convince them of its superiority among other competitors.
- Here the product description only features, process of making the coffee. Which is not really helpful in generating sales.

New Design


VUI COFFEE
Search Vui
Shop
Learn
Events
Bio-Char
VUI Cafe
About Us
Contact Us
Medium
Wildlife Friendly
Off the Grid
Gut Friendly
Nanolot
Jungle Shade
Organic
Home · Carbonic Maceration (Medium) | Vui Coffee Roasters
★★★☆☆ (36)
Size
250 g
250 g
500 g
1 Kg
Grind
Aeropress
Aeropress
Espresso
Filter Dabba
French Press
Moka Pot
Pour Over
Whole Beans
Electric Coffee Machine
1
Add to Cart
Subscribe and Save 10%
Buy Now
Estimated Delivery Date
Enter PIN
Check
EXPRESS SHIPPING Get it by 8th to 10th Sep
Origin
Tat Tvam Asi Farms
Altitude
1200 MSL
Variety
Golden Berry
Process
Ferment
Roast
Medium-Light
What to expect
Acidity/Sourness
Sweetness
Body/Intensity
Need Help Brewing?
Explore Our Brew Guides
Best brewed with
Pour Over
Cold Brew
You are buying coffee from a farm which is
Single Origin • Organic • Wildlife Friendly • Bio-Diverse • Perma-Culture Farming • Slow Sun-Dried • Jungl
FAQ
+

Carbonic Maceration

From ₹ 850

This coffee is for those who want a dependable cup that feels effortless yet never boring. Easy to brew, it rewards you with smooth, layered flavors and a rounded finish that keeps you coming back every day.

Process

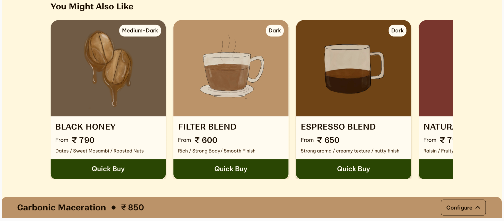
Liquid CO2 from thin, long gas cylinders vaporise into gas as they fill the fermentation chamber brimming with coffee cherries. This process causes a drop in temperature and death of microbes that can't survive in an atmosphere of CO2, leaving the rest to feast on the rich natural sugars. Produces smooth, complex notes and a rounded finish.

Tasting Notes

Jamun • Elakki Banana • Papaya

Select Configurations

- To convince users of the product quality, it is essential to provide as many details as required to make an informed decision.
- In the previous design, there was no way for users to guess what exactly they will receive (in terms of taste). In the recent design, there is no need to guess, they can read product notes at the top, and then, later down in the page, they can see the taste notes in a visual format.
- While studying various competitor's sites I noticed, they had provided tasing notes for ease of understanding. So, along with product notes, I ave also provided tasting notes.
- They are using express shipping which delivers PAN India in approx. two days, to highlight this feature, I have provided Estimated Delivery Date.
- In case user lands directly on the PDP, and is not able to see the USP (farm details & single origin coffee), it is reiterated on the image and at the end of product description.
- The appropriate tools required to brew a coffee are provided at the bottom, so that users make an informed decision.


You Might Also Like
Medium-Dark
Dark
Dark
Quick Buy
Quick Buy
Quick Buy
Configure

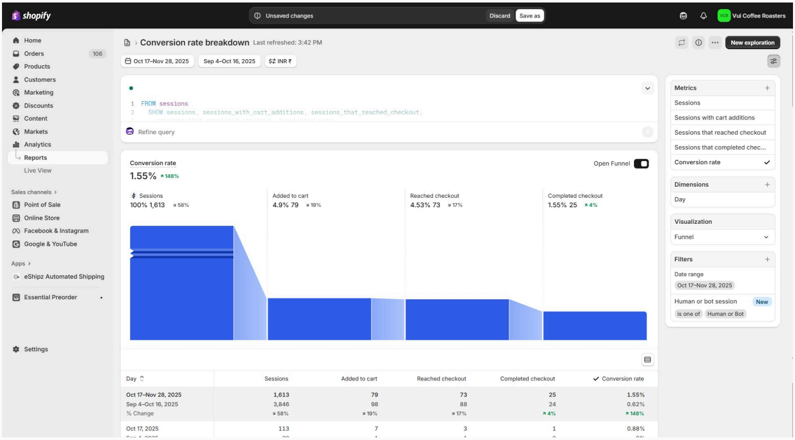
BLACK HONEY
From ₹ 790
Dates / Sweet Mosambi / Roasted Nuts

FILTER BLEND
From ₹ 600
Rich / Strong Body/ Smooth Finish

ESPRESSO BLEND
From ₹ 650
Strong aroma / creamy texture / nutty finish

Carbonic Maceration • ₹ 850

Insight Screenshots


shopify
Unsaved changes
Discard
Save as
Vui Coffee Roasters
Home
Orders 106
Products
Customers
Marketing
Discounts
Content
Markets
Analytics
Reports
Live View
Sales channels
Point of Sale
Online Store
Facebook & Instagram
Google & YouTube
Apps
eShipz Automated Shipping
Essential Preorder
Settings
New exploration
Refine query
Open Funnel
Metrics
Dimensions
Visualization
Filters
New

Conversion rate breakdown Last refreshed: 3:42 PM

Oct 17–Nov 28, 2025 | Sep 4–Oct 16, 2025 | INR ₹

```
FROM sessions
  SHOW sessions, sessions_with_cart_additions, sessions_that_reached_checkout,
```

Conversion rate
1.55% ↗ 148%

Sessions	Added to cart	Reached checkout	Completed checkout
100% 1,613 ↘ 58%	4.9% 79 ↘ 19%	4.53% 73 ↘ 17%	1.55% 25 ↗ 4%

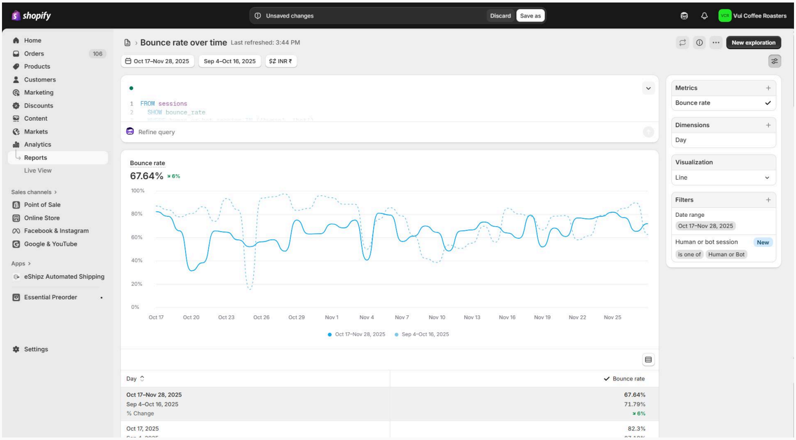
Day	Sessions	Added to cart	Reached checkout	Completed checkout	✓ Conversion rate
Oct 17–Nov 28, 2025	1,613	79	73	25	1.55%
Sep 4–Oct 16, 2025	3,846	98	88	24	0.62%
% Change	↘ 58%	↘ 19%	↘ 17%	↗ 4%	↗ 148%
Oct 17, 2025	113	7	3	1	0.88%

Metrics:
- Sessions
- Sessions with cart additions
- Sessions that reached checkout
- Sessions that completed chec...
- Conversion rate ✓

Dimensions: Day

Visualization: Funnel

Filters:
- Date range: Oct 17–Nov 28, 2025
- Human or bot session: is one of Human or Bot


shopify
Unsaved changes
Discard
Save as
Vui Coffee Roasters
Home
Orders 106
Products
Customers
Marketing
Discounts
Content
Markets
Analytics
Reports
Live View
Sales channels
Point of Sale
Online Store
Facebook & Instagram
Google & YouTube
Apps
eShipz Automated Shipping
Essential Preorder
Settings
New exploration
Refine query
100%
80%
60%
40%
20%
0%
Oct 17
Oct 20
Oct 23
Oct 26
Oct 29
Nov 1
Nov 4
Nov 7
Nov 10
Nov 13
Nov 16
Nov 19
Nov 22
Nov 25
Oct 17–Nov 28, 2025
Sep 4–Oct 16, 2025
Metrics
Dimensions
Visualization
Filters
New

Bounce rate over time Last refreshed: 3:44 PM

Oct 17–Nov 28, 2025 | Sep 4–Oct 16, 2025 | INR ₹

```
FROM sessions
  SHOW bounce_rate
```

Bounce rate
67.64% ↘ 6%

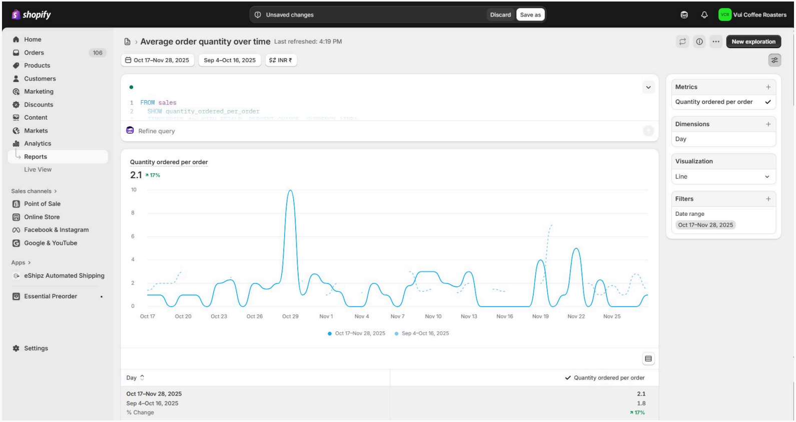
Day	✓ Bounce rate
Oct 17–Nov 28, 2025	67.64%
Sep 4–Oct 16, 2025	71.79%
% Change	↘ 6%
Oct 17, 2025	82.3%

Metrics: Bounce rate ✓

Dimensions: Day

Visualization: Line

Filters:
- Date range: Oct 17–Nov 28, 2025
- Human or bot session: is one of Human or Bot


shopify
Unsaved changes
Discard
Save as
VCR Vui Coffee Roasters
Home
Orders 106
Products
Customers
Marketing
Discounts
Content
Markets
Analytics
Reports
Live View
Sales channels ›
Point of Sale
Online Store
Facebook & Instagram
Google & YouTube
Apps ›
eShipz Automated Shipping
Essential Preorder
Settings
New exploration
Refine query
Quantity ordered per order
10
8
6
4
2
0
Oct 17
Oct 20
Oct 23
Oct 26
Oct 29
Nov 1
Nov 4
Nov 7
Nov 10
Nov 13
Nov 16
Nov 19
Nov 22
Nov 25
● Oct 17–Nov 28, 2025
● Sep 4–Oct 16, 2025

Average order quantity over time Last refreshed: 4:19 PM

Oct 17–Nov 28, 2025 | Sep 4–Oct 16, 2025 | $⇄ INR ₹

```
FROM sales
  SHOW quantity_ordered_per_order
```

Quantity ordered per order

2.1 ↗ 17%

Day	✓ Quantity ordered per order
Oct 17–Nov 28, 2025	2.1
Sep 4–Oct 16, 2025	1.8
% Change	↗ 17%

Metrics: Quantity ordered per order ✓

Dimensions: Day

Visualization: Line

Filters: Date range: Oct 17–Nov 28, 2025

Thank You!