

Improving User Navigation & Product Discovery Through Conversion-Focused Website Redesign

Client: Giorgio Vanti <https://giorgiovanti.com>

Industry: Footwear / Lifestyle Retail

Platform: Ecommerce Website

Services Provided:

Website UX/UI Redesign · User Journey Optimization · Product Layout Restructuring · Conversion-Focused Design

Overview

Giorgio Vanti partnered with Digital Blaze 360 to revamp its ecommerce website with a clear objective:

make product browsing easier, navigation more intuitive, and the buying journey more seamless for customers.

The goal was not just to refresh visuals, but to **restructure the layout in a way that helps users discover products faster and make confident purchase decisions.**

The Challenge (Before)

Before the redesign, the website faced several user-experience limitations:

- Navigation felt cluttered and overwhelming
- Product discovery required too many steps
- Layout did not guide users naturally through categories
- Key collections and products were not highlighted effectively
- The customer journey lacked a clear flow from inspiration to purchase

As a result, users could view products but were not being **guided toward exploration, comparison, and conversion.**

Website Before

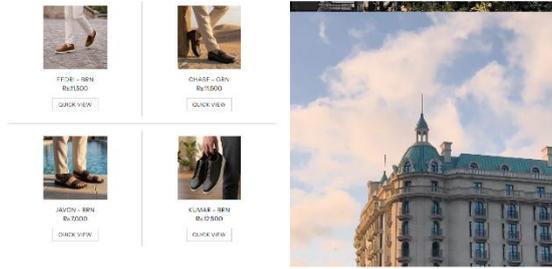
See next page for the complete website layout before.



NEW ARRIVALS

Just in. The styles you've been waiting for.

Shop in



ORDINARY IS BORING



ACCESSORIES & YOU

Accessories that go with every mood.

Shop now



OUR COLLECTION

View all collections



 "Genuinely I loved it, great quality and very comfortable. Better from a famous international brand."
 -Marisa Bear



LIFE TIME SHOE MAINTENANCE

Keep your look fresh with our in-store service.

TAKE A LOOK



The Strategy

Digital Blaze 360 approached the redesign as a **customer journey problem**, not a visual one.

Strategic Focus Areas:

- Simplify navigation for faster decision-making
 - Improve homepage hierarchy to highlight key collections
 - Create a layout that encourages scrolling, browsing, and exploration
 - Make product visibility clearer across categories
 - Design a structure that feels premium, modern, and intuitive
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Execution (After)

Improved Navigation Structure

- Clear category segmentation (Formals, Casuals, Slippers, Sneakers, Accessories)
 - Reduced cognitive load for users browsing the site
 - Faster access to relevant products
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Website After

See next page for the complete website layout after.

Product-Centric Layout

- Larger, clearer product visuals
 - Improved spacing and alignment for better readability
 - Structured sections that guide users naturally through collections
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Enhanced Homepage Flow

- Strong hero section to set brand tone
 - Editorial-style sections (“Ordinary is Boring”) to inspire browsing
 - Clear transitions between storytelling and shopping
-

User Journey Optimization

- Reduced friction between landing and product pages
- Better layout for customers to view, compare, and select products

- Overall experience designed to feel smooth, intentional, and premium
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Results & Impact

The redesigned website delivered measurable qualitative improvements:

- **Significantly improved user navigation**
- Easier product discovery across categories
- Better layout clarity, helping customers view products comfortably
- Enhanced browsing experience leading to stronger purchase confidence
- A more premium and brand-aligned digital presence

The new structure proved to be **more intuitive, engaging, and conversion-friendly** for customers.

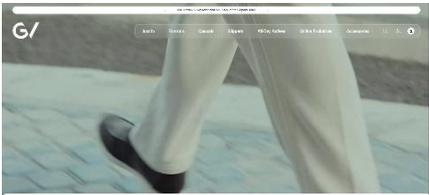
Before vs After (Key Difference)

- **Before:** Browsing-heavy, navigation-friction experience
- **After:** Guided, product-forward, customer-first journey

This transformation positioned the website as a **sales-supporting platform**, not just a digital catalog.

Client Outcome

Digital Blaze 360 helped Giorgio Vanti transition from a visually present but structurally limited website to a **highly navigable, product-focused ecommerce experience** that supports both user satisfaction and business goals.



Footwear, Reimagined

Looking good and feeling good shouldn't be mutually exclusive.



Comfort Icons



ORDINARY IS BORING

Forward with form.

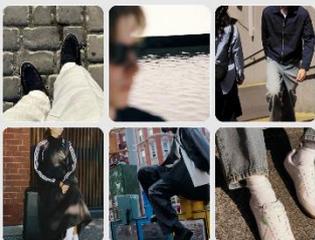


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At G/, we design for All Day Comfort adding innovative tech to every day pairs so each step you take feels better than the last.

We're for the Day Warriors, the outdoors and the creators, the ones who dream big, work hard and play harder.

For all-day, everyday



G/ NATION



ALL DAY COMFORT



LIFE TIME SHOE MAINTENANCE

How to keep your shoes looking like new.



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