

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 Dijoan 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

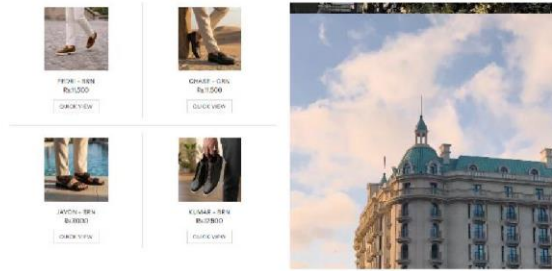
See next page for the complete website layout before.



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 -Murtoa Bezar



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TRIM & LOCK



The Strategy

Dijoen 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
-

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
-

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
-

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.

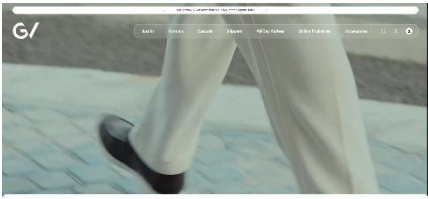
Before vs After (Key Difference)

- **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

Dijoen 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.

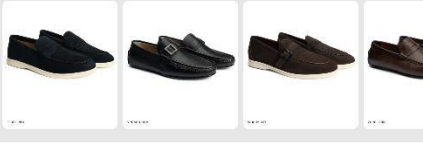


Footwear, Reimagined

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

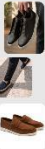


Comfort Icons



ORDINARY IS BORING

Forward with form.

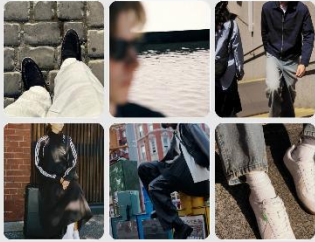


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