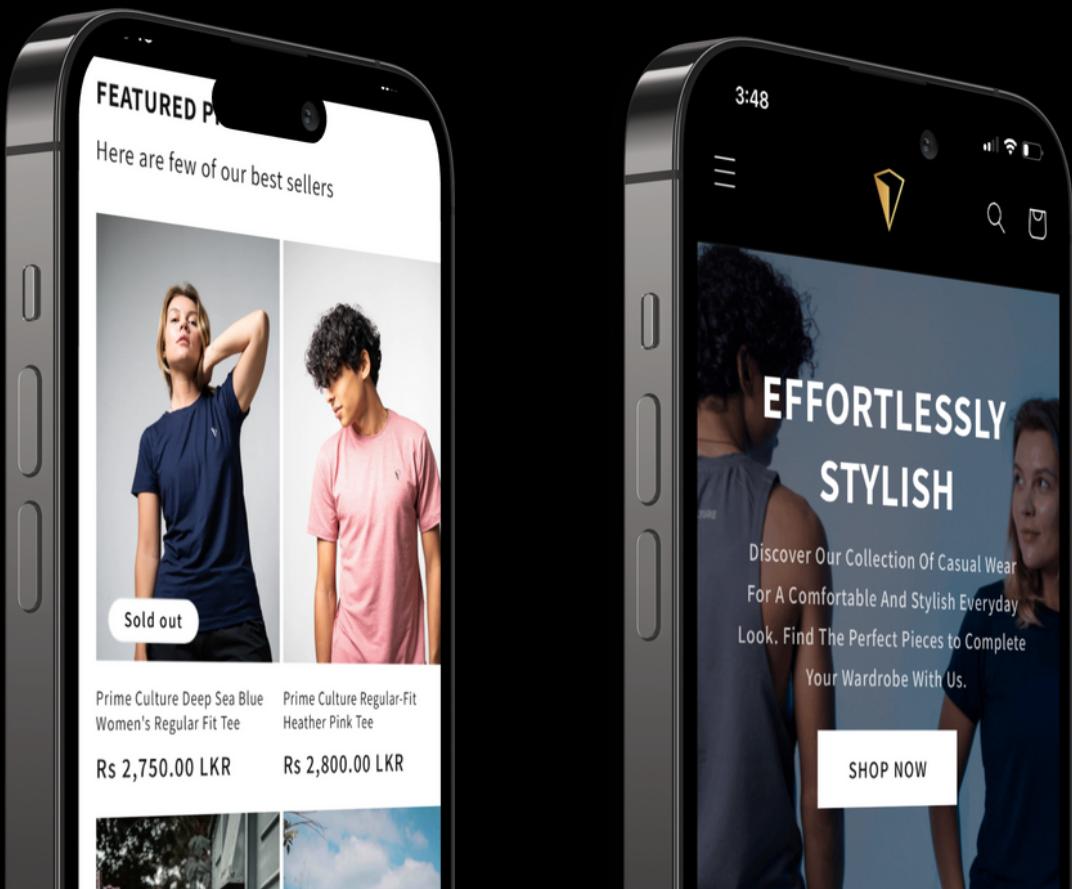


# CASE STUDY



Project scope :  
**Web Development**

Prepared for :  
**Prime Culture**

# The Problem:

Prime Culture faced challenges in effectively reaching its target audience and translating its brand values through its previous website. Users struggled to navigate the outdated interface, leading to high bounce rates, abandoned carts, and a lack of engagement. The website did not accurately represent Prime Culture's commitment to quality and modernity.



# The Solution:

The primary goal of this project was to revamp Prime Culture's online presence by designing and developing an E-commerce website that aligns with the brand's ethos. The new website aimed to enhance user engagement, drive conversions, and provide a platform where customers could seamlessly discover and purchase Athleisure apparel.

The new UX structure focused on:

- Streamlined navigation for easy product discovery.
- Simplified and intuitive checkout process.
- Visually appealing and mobile-responsive design for enhanced user engagement.

