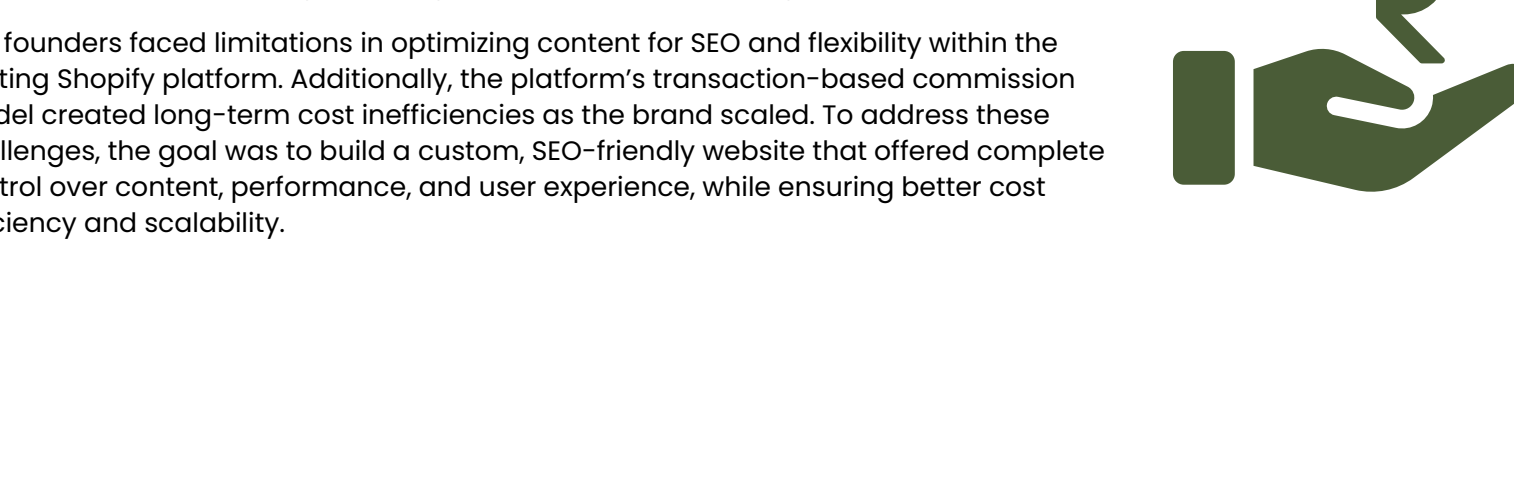


## Website design and development

Lushful was established to redefine how people consume fresh produce – making chemical-free, farm-fresh fruits and vegetables accessible while supporting local farmers. The brand bridges health, sustainability, and transparency, ensuring every order contributes to nourishing consumers, empowering farmers, and protecting the planet.



## Our Process



## What We Fixed

**Business-driven redesign fueling ₹10L monthly recurring revenue for Lushful.**

The founders faced limitations in optimizing content for SEO and flexibility within the existing Shopify platform. Additionally, the platform's transaction-based commission model created long-term cost inefficiencies as the brand scaled. To address these challenges, the goal was to build a custom, SEO-friendly website that offered complete control over content, performance, and user experience, while ensuring better cost efficiency and scalability.



## Research and Process

Research and validation formed the foundation of our design process. We focused on understanding user behavior, content structure, and brand positioning to ensure every design choice served both functional and emotional goals.

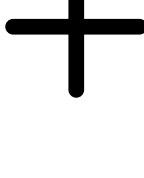
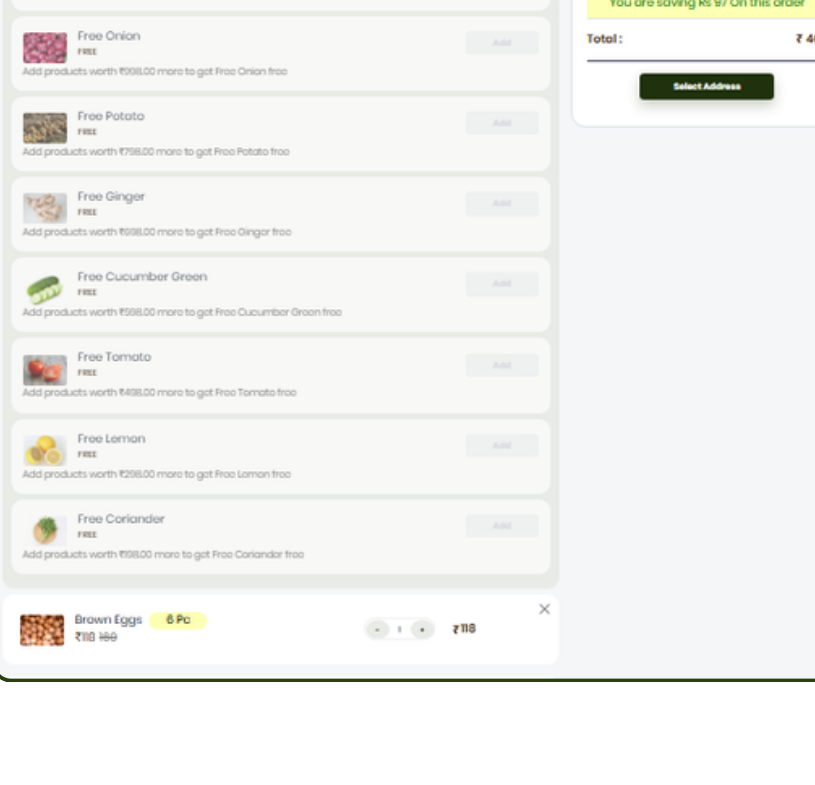
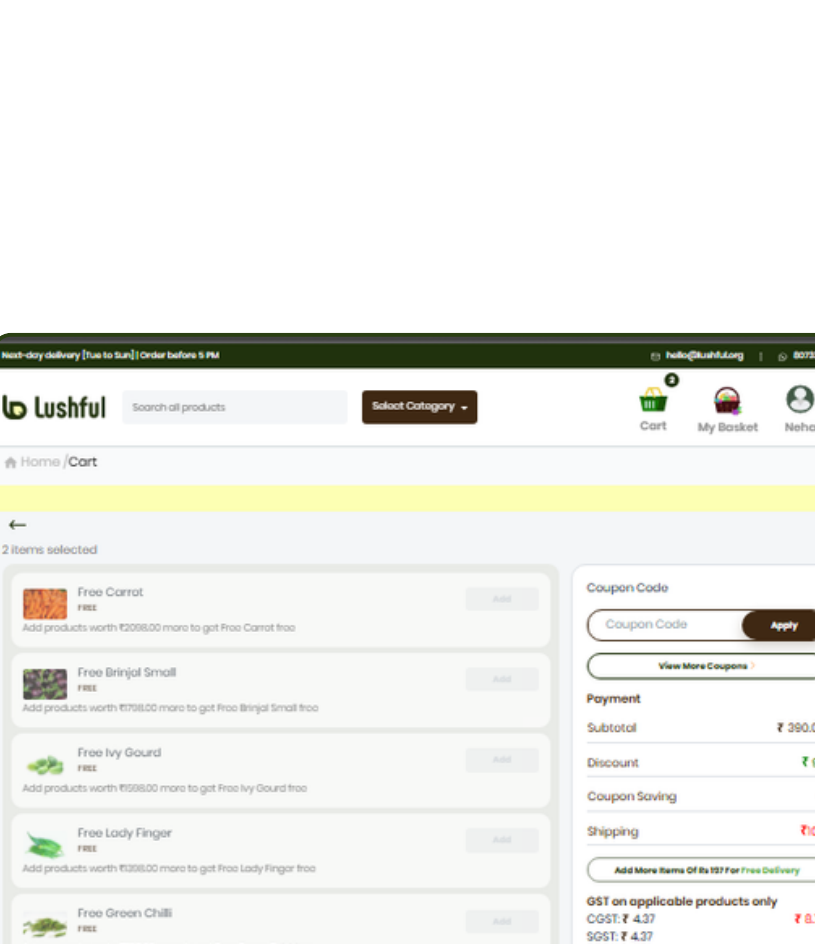
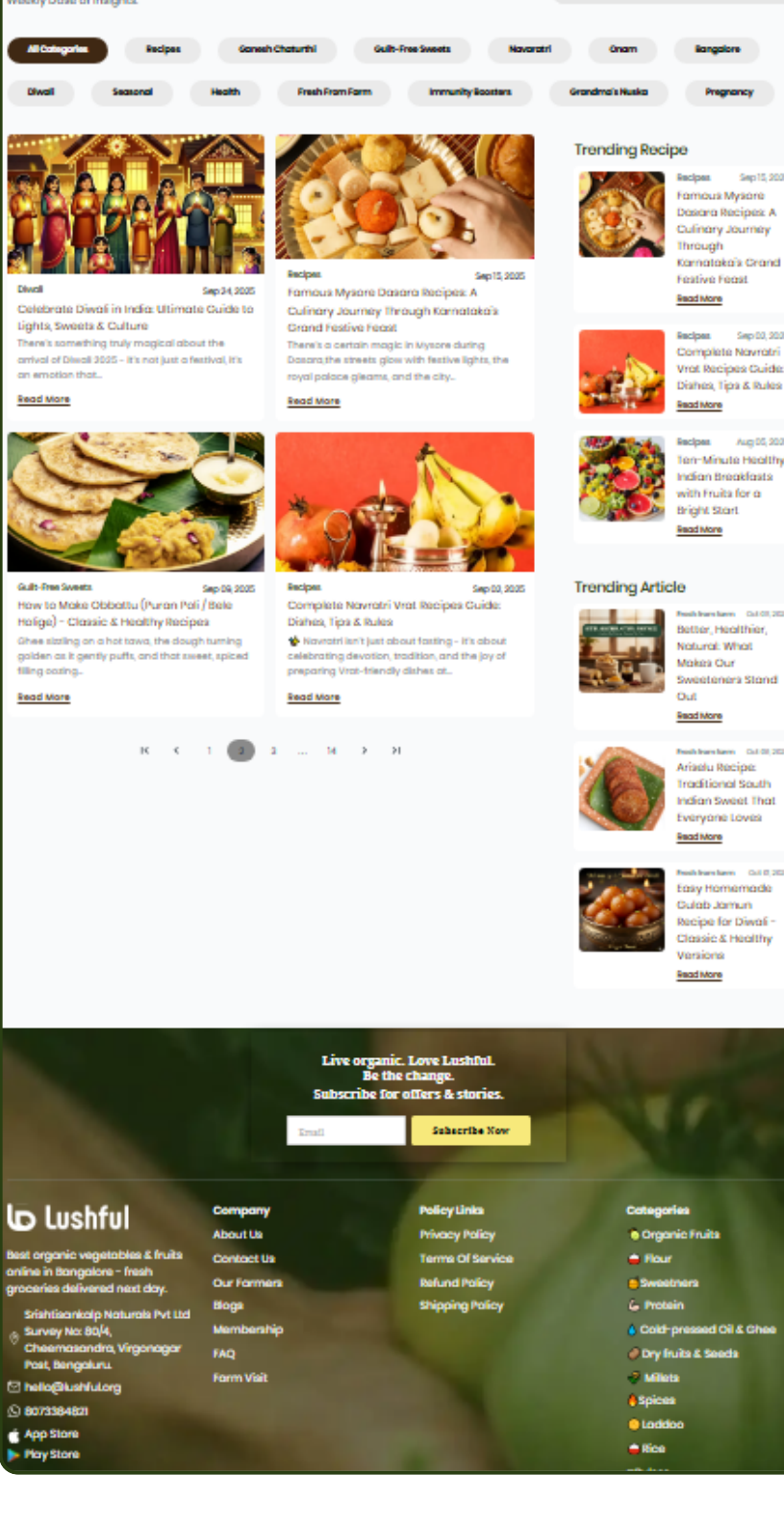
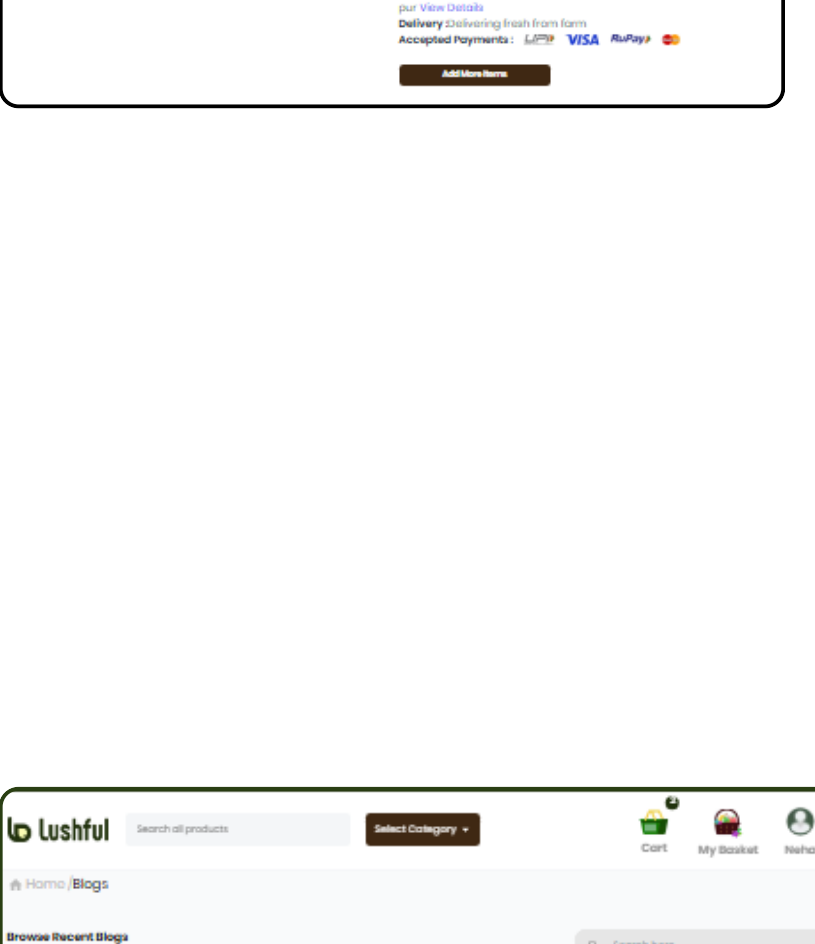
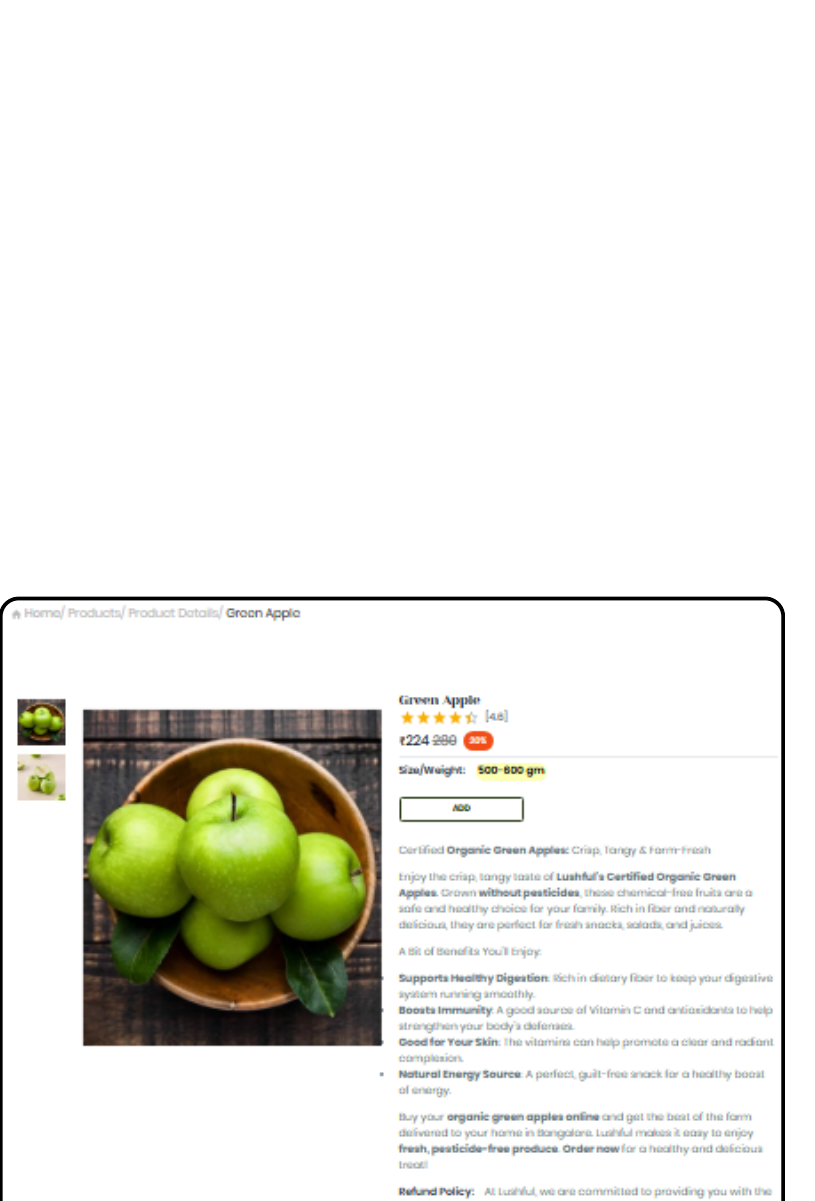
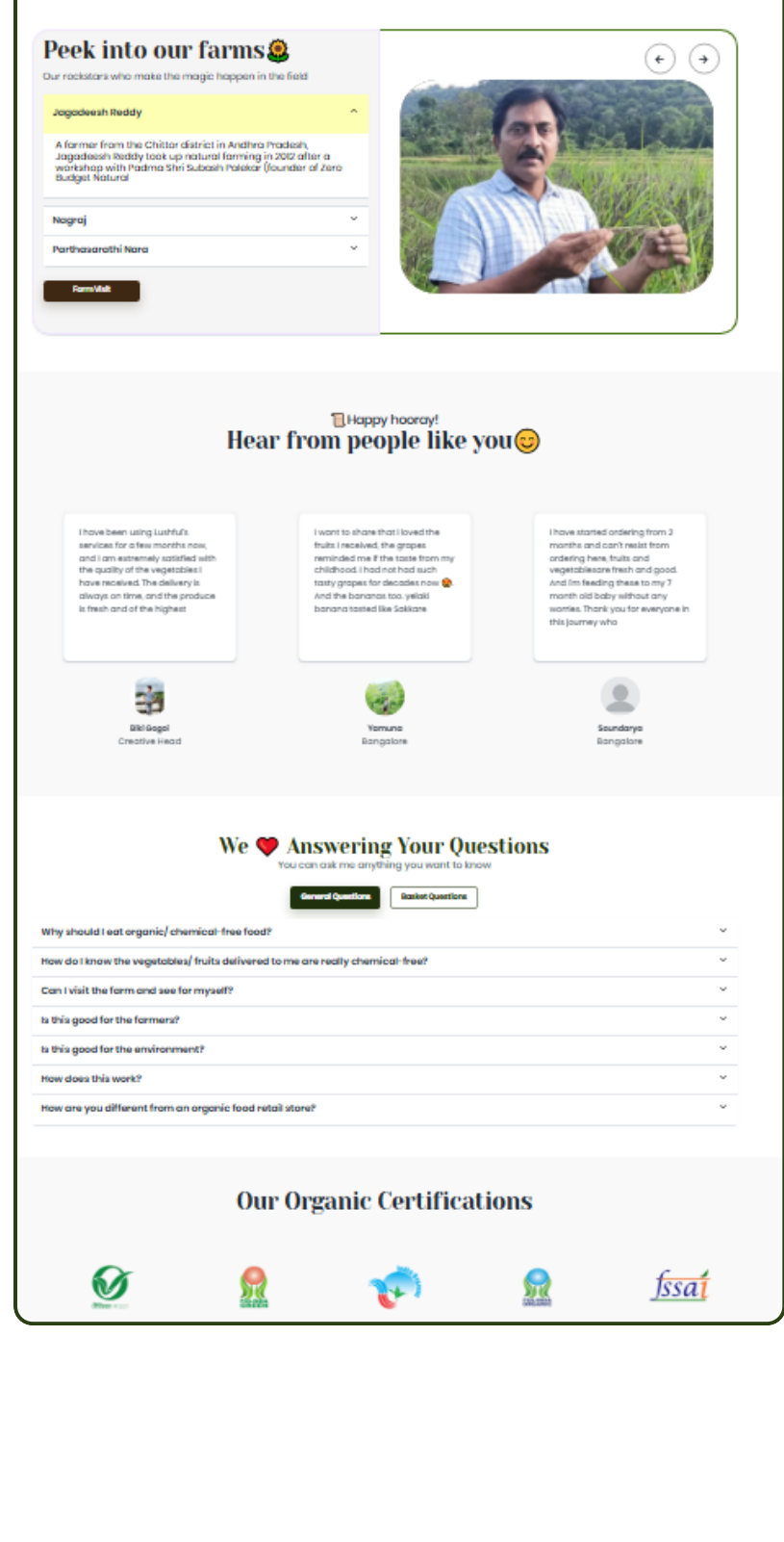
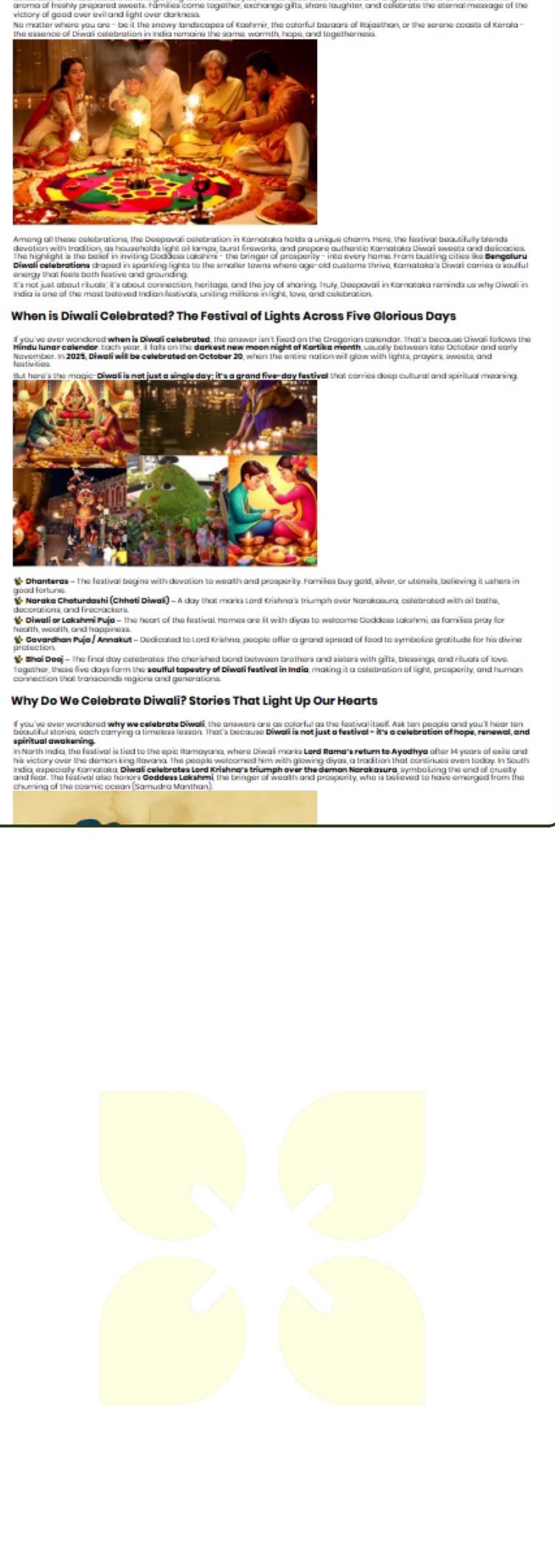
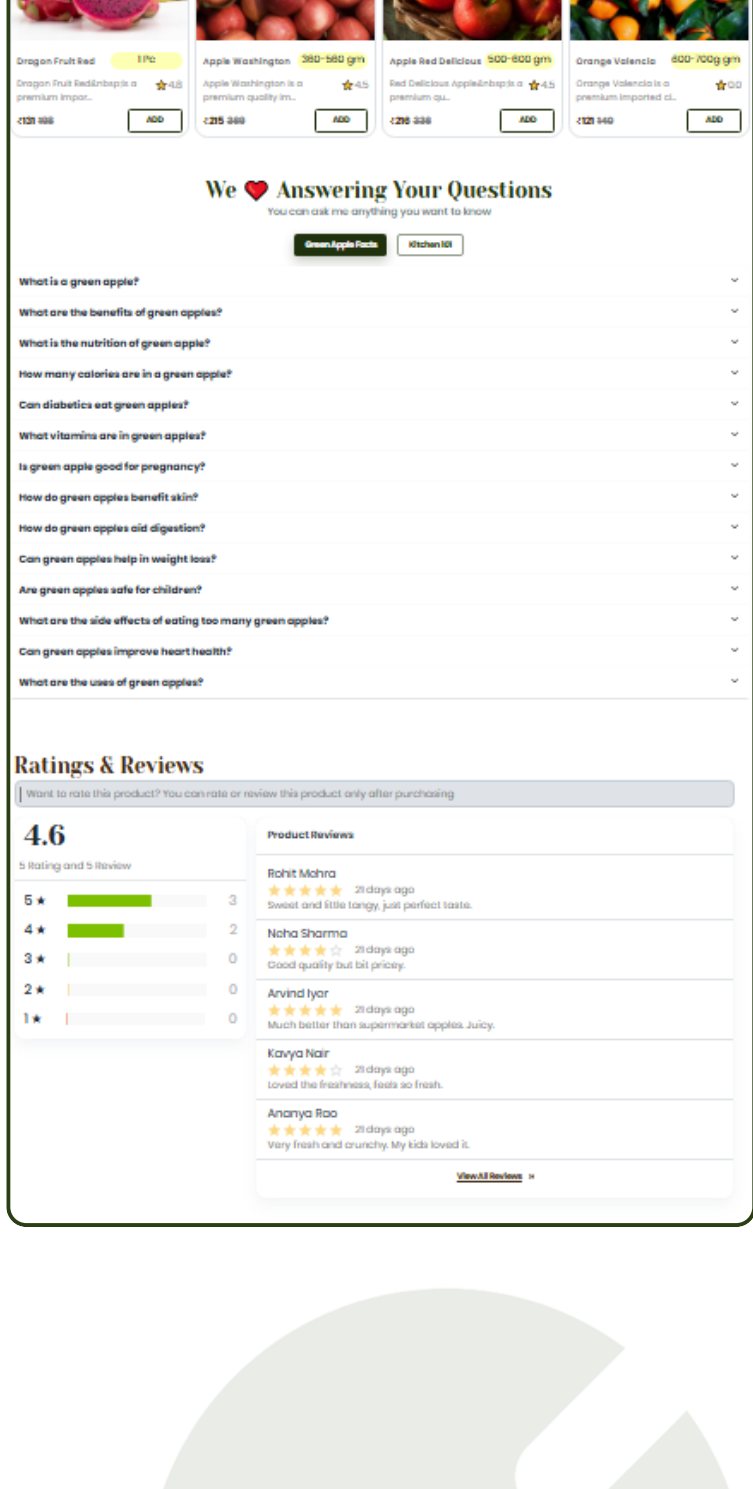
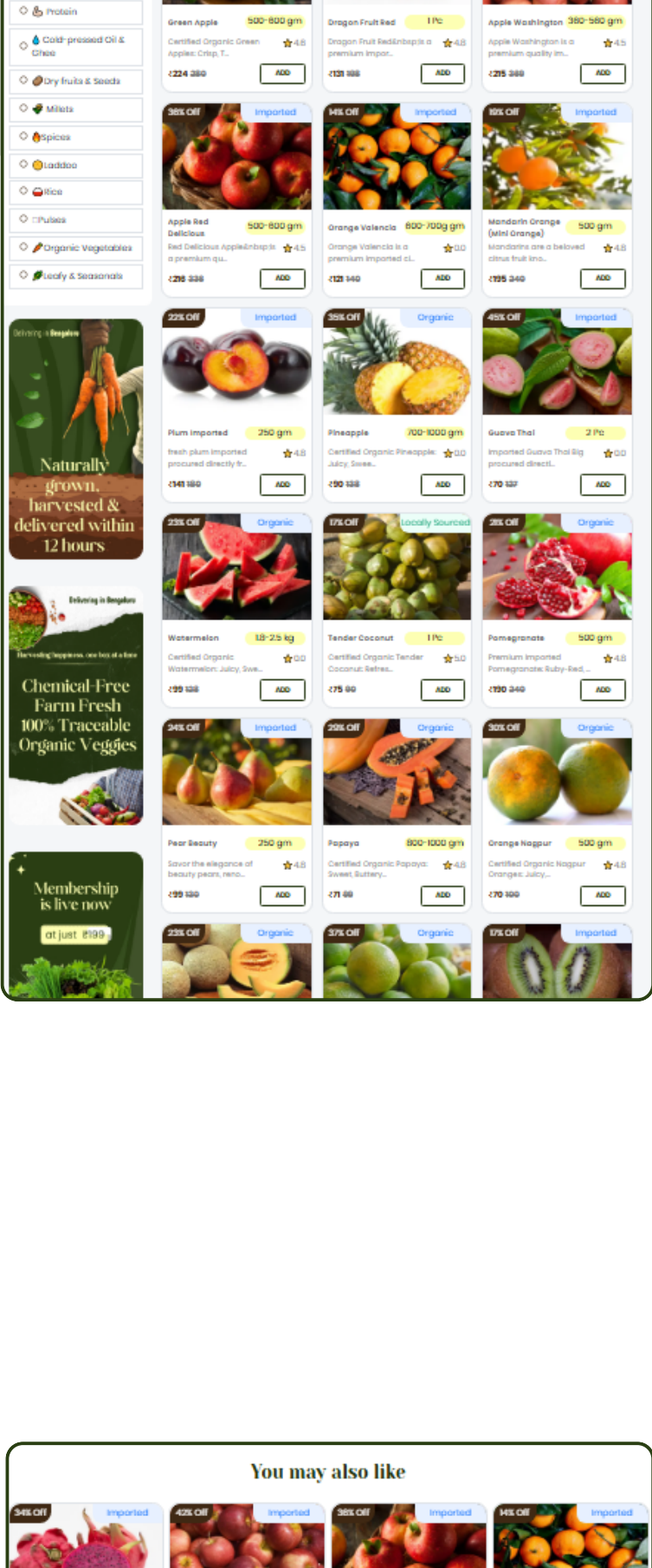
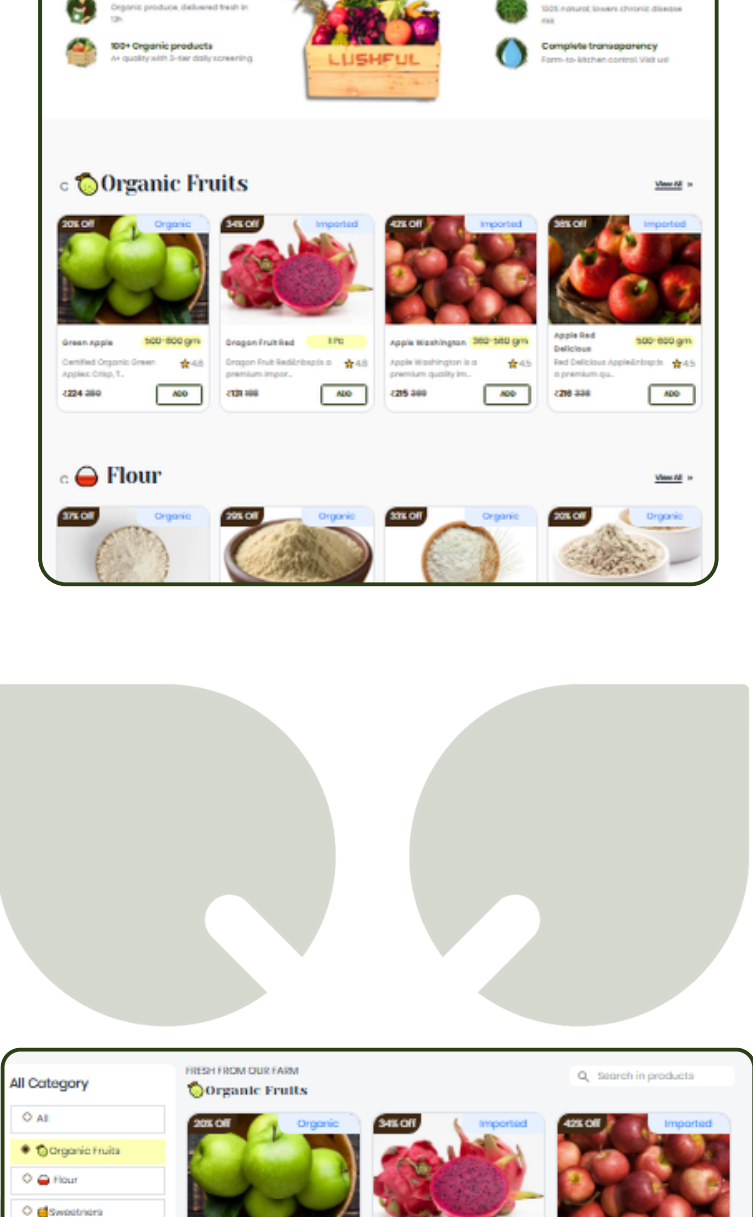
Each design element was treated as an opportunity to enhance user experience, visual clarity, and content performance. Through multiple iterations, usability testing, and validation, we crafted a system that aligned Lushful's visual identity with its mission of freshness, sustainability, and trust.

## Experience for Lushful

For Lushful, we began with an in-depth discovery and research phase lasting three weeks, focusing on understanding audience personas, purchase journeys, and SEO limitations of the previous setup.

The design and development phase extended over one month, during which we redefined the information architecture, visual language, and user flow to create a more intuitive, performance-driven experience.

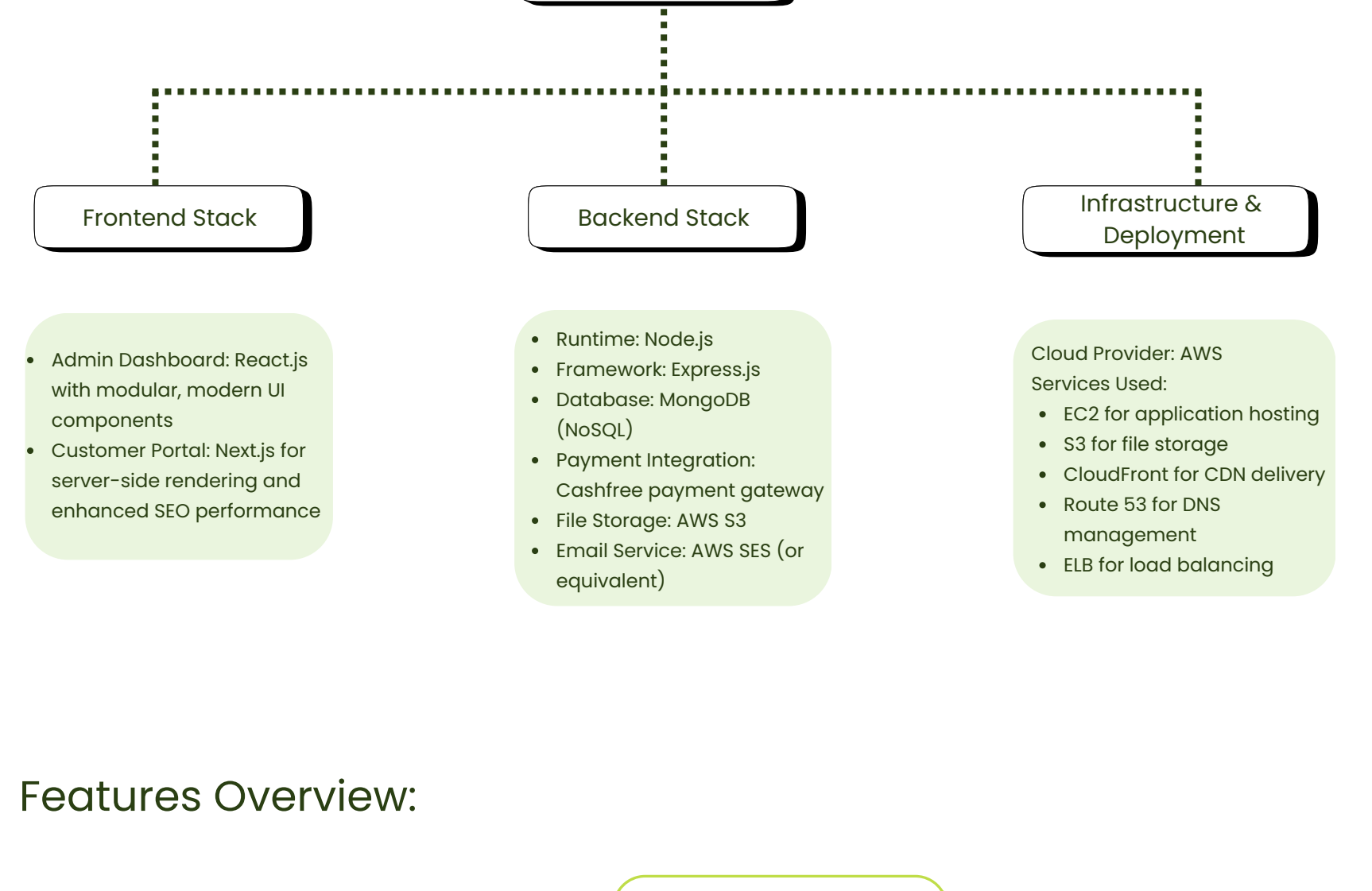
## Desktop visuals



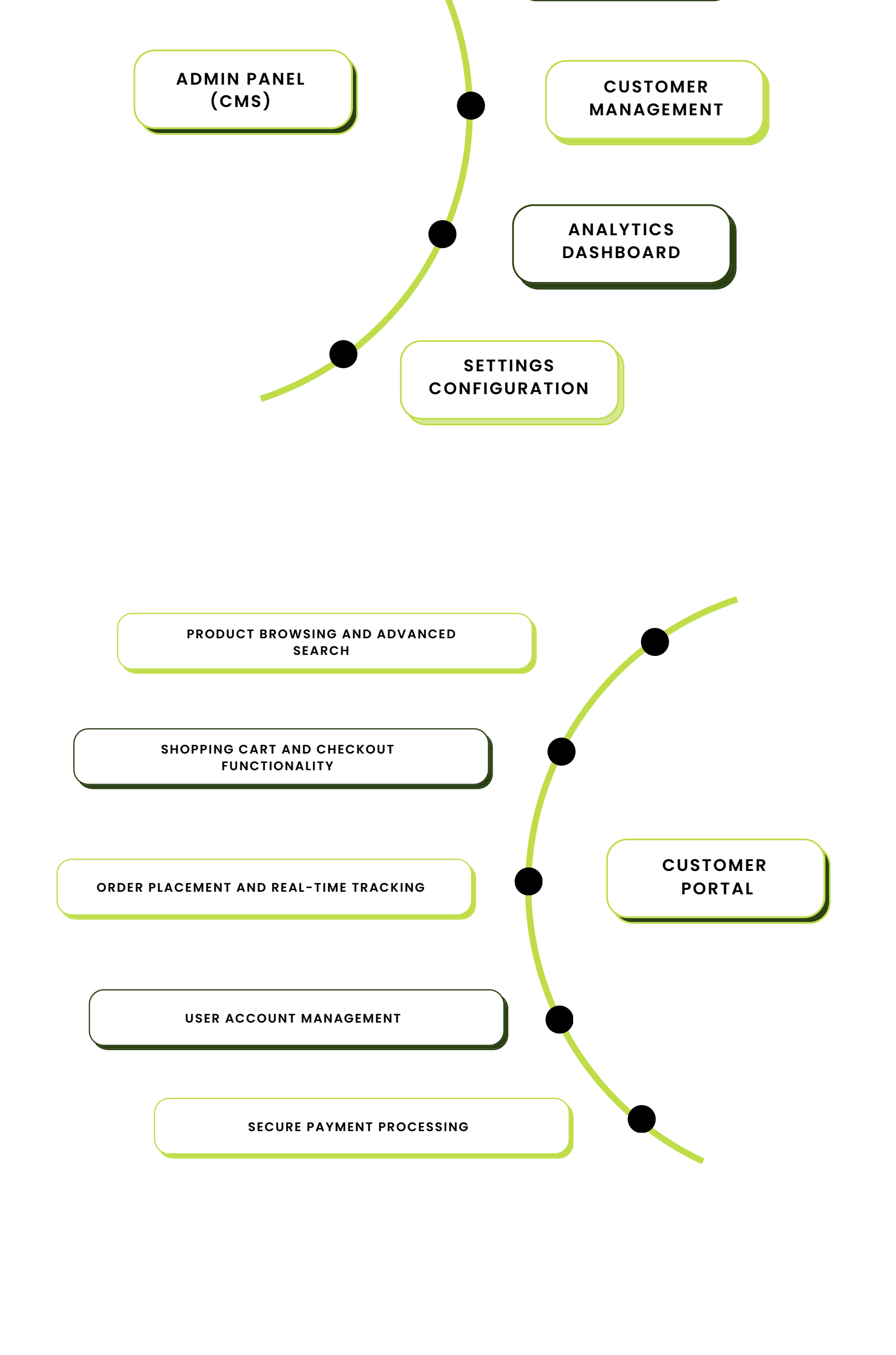
## More Screens

Development Details

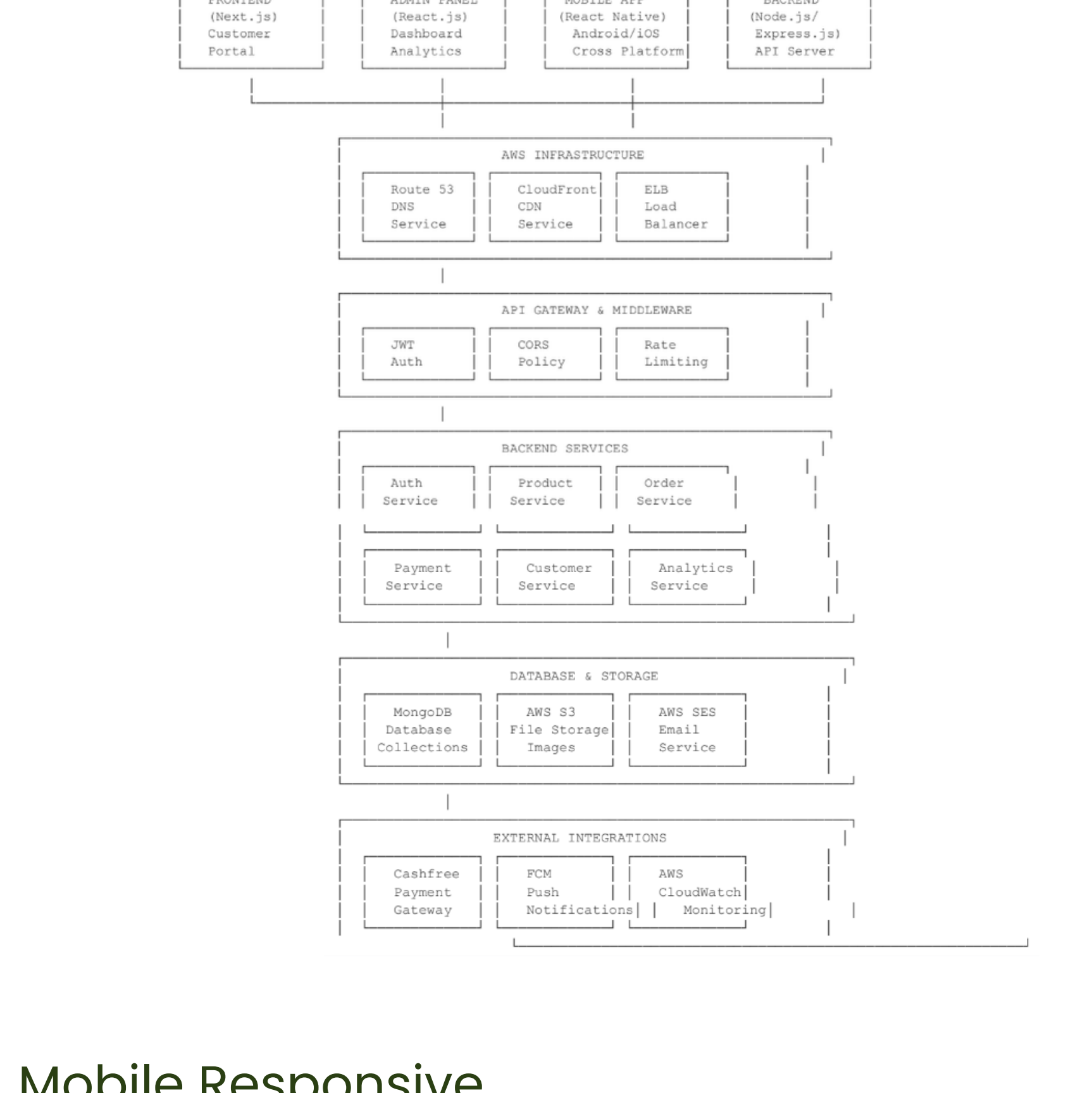
Our development approach focused on building a high-performing, scalable, and SEO-optimized platform that empowers Lushful's team with full control over content and product management, without dependency on third-party limitations.



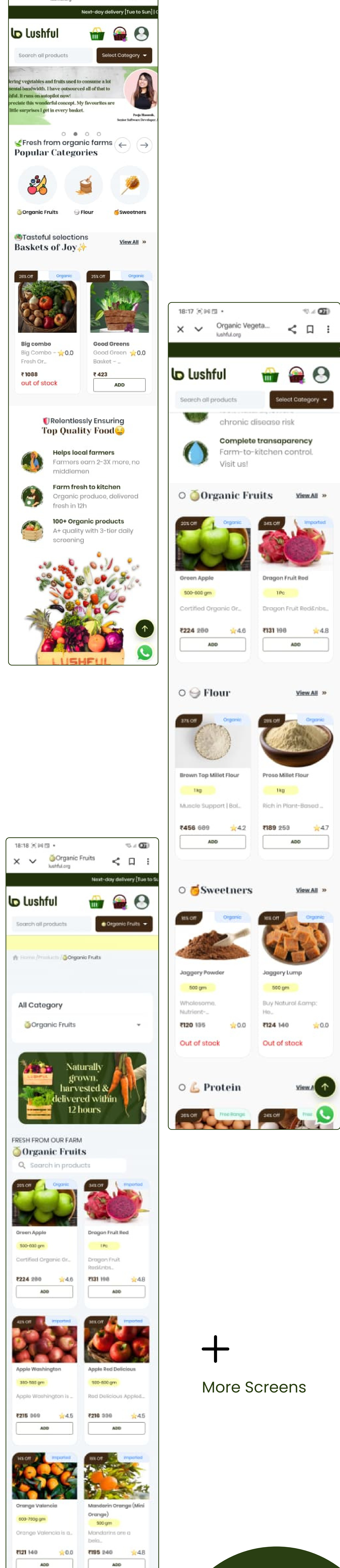
Features Overview:



Complete System Architecture



Mobile Responsive



More Screens

Thank You for Scrolling