Tkl Design Group - An E-Commerce Redesign For Kitchen Designer

Ux Design Case Study

Role: Ux Designer

Project Type: Kitchen & Bathroom Product Lines

Platform: Desktop / Mobile App

Tools: Figma, FigJam

Project Overview

Focus Areas: tkl design group sought to modernize its **online presence and improve the digital shopping experience** for customers seeking kitchen and bathroom products.

The goal of this project was to enhance **product discoverability, simplify navigation, and increase overall conversation rates** while reflecting the brand's commitment to design quality

Problem / Challenge

Customers faced challenges navigating the existing website, which focused more on the designers accomplishments instead of the products for layout.

key issues included:

- Lack of visual guides or design inspiration for users unsure of layout or style options.
- Difficulty comparing kitchen and bathroom products due to poorly structured product pages.

Users struggled to efficiently browse and purchase kitchen and bathroom products due to unclear navigation.

The redesign aimed to streamline these experiences, enabling users to quickly find products, visualize options, and complete purchases with confidence.

My Role

I served as the Ux Designer, responsible for:

- UX research and problem definition
- Identified pain points related to product filtering, style inspiration, and decision-making confidence
- Designing low-fidelity and high-fidelity prototypes
- Conducting usability testing and iterating based on feedback
- UI design and interaction refinement
- Reviewed top-performing home design & e-commerce platforms for layout and patterns

- Enhanced responsive design for mobile and tablet users.
- Streamlined UI to emphasize visuals, reduce clutter, and maintain brand aesthetic.

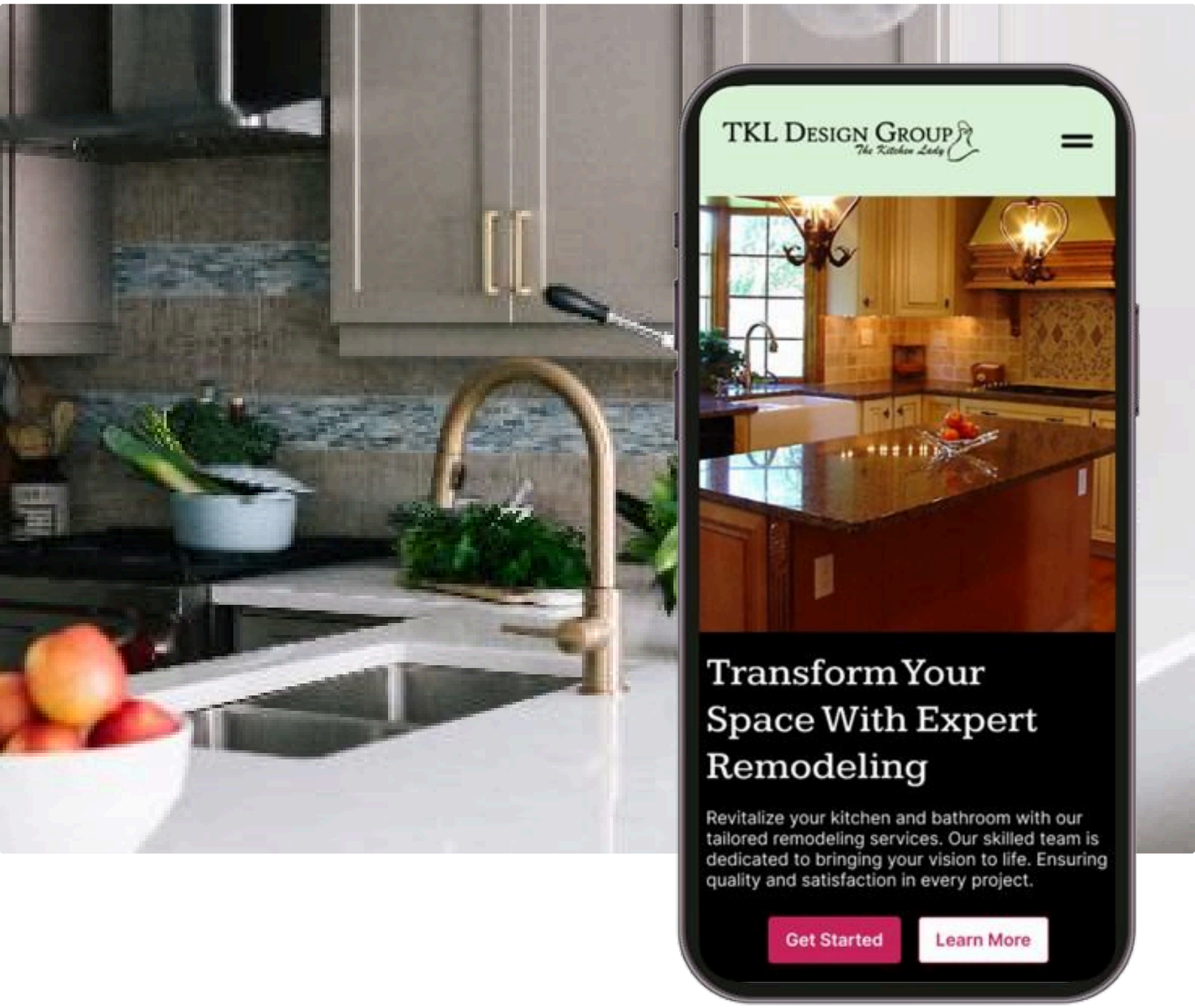
Solution & Features

- Simplified navigation and clear hierarchy
- Interactive design inspiration boards for visualization.
- Page flow and secure payment options.
- Conducting usability testing and iterating based on feedback
- Positive customer feedback highlighting the ability to preview and personalize designs online.

Reflection & Learnings

This project strengthened my ability to:

- Translate user feedback into actionable design improvements
- Transformed the experience from a cumbersome, confusing process into an visually engaging journey.
- Learned to take the focus off of the designer's bio and focus on the selling points that the owner has to offer.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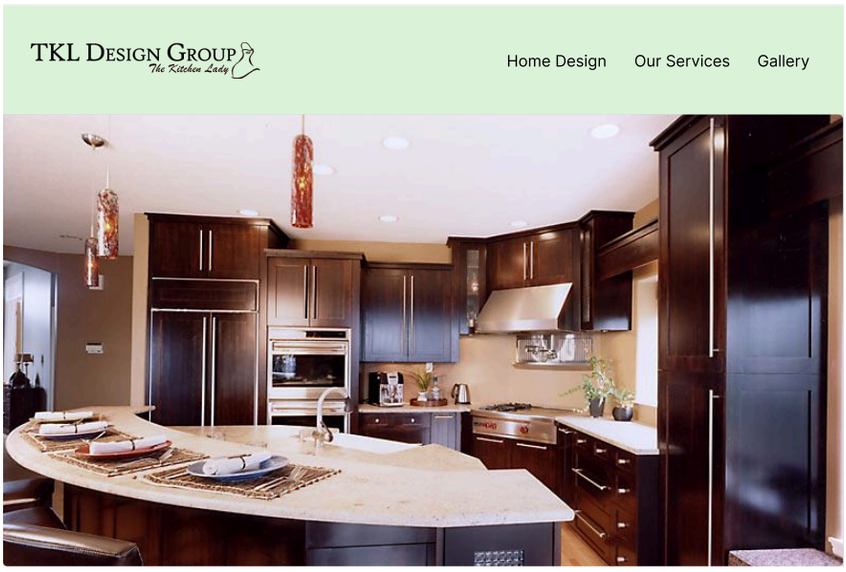
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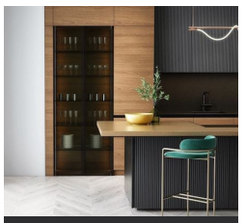

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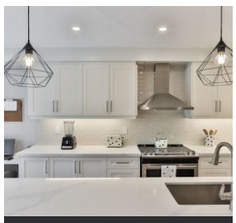

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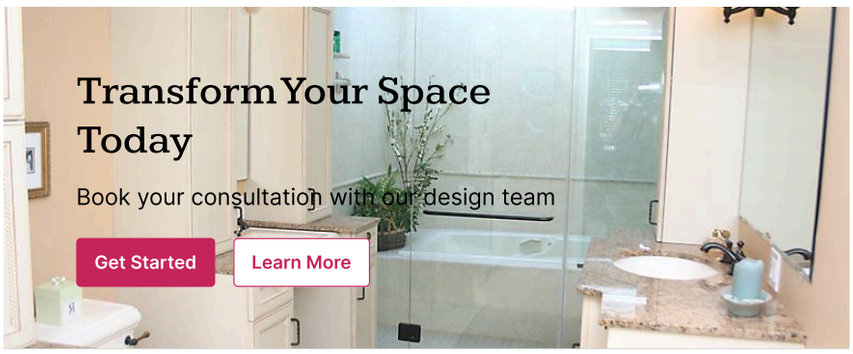

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The Owner

Judy Baker Blanks, Ckd

Judy is a certified designer, recognized throughout the chicagoland area for her skill and expertise in designing and implementing kitchen and bathroom renovation projects.

FAQS

Get answers to your most pressing questions about kitchen & bathroom design & remodeling

Contact

What Is The Process?

The design process begins with an initial consultation to understand your needs. we then create a tailored plan, finally we oversee the remodeling to ensure everything aligns with your vision

How Long Does It Take?

The timeline varies based on the project's scope. typically, a full remodel can take anywhere from a few weeks to serveral months

What Is Your Budget?

Budgeting depends on the materials and scope of work. we work with you to create a budget that meets your needs.

Do You Offer Warranties?

Yes, we offer warranties on our workmanship and materials used

Can I see examples?

Absolutely, we have a portfolio showcasing our previous projects

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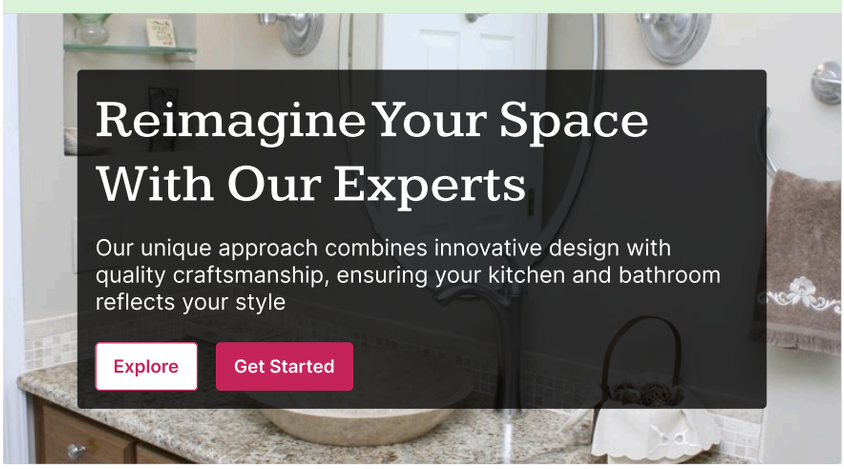

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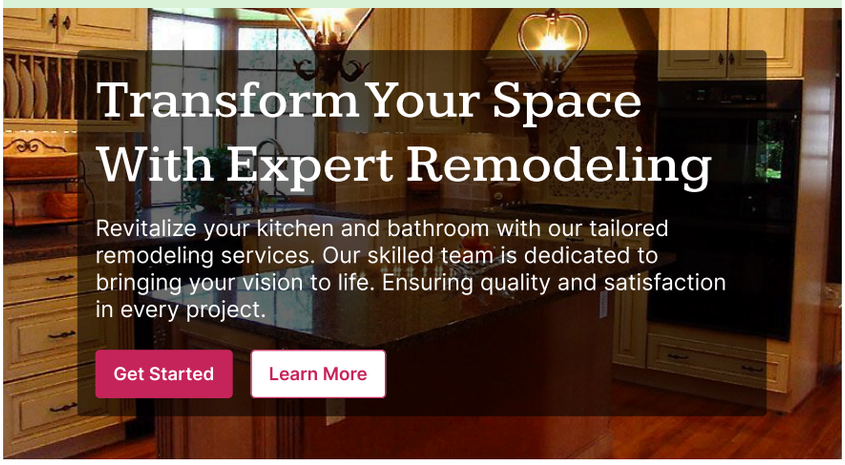

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She has been a designer and project manager for the construction and remodeling of kitchens and baths since 1992

Judy will meet with clients, custom-draft designs, compute budgets, select materias, and hire contractors

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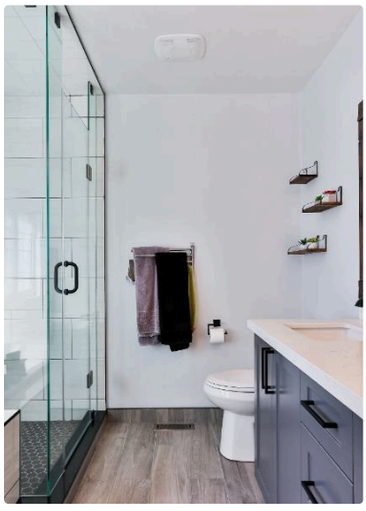

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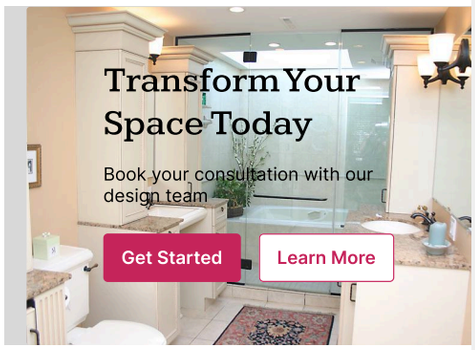

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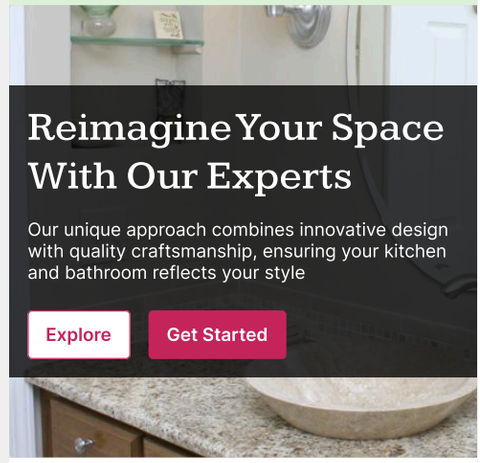

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"We Love Sharing Our Kitchen With Friends And Family." - Lyle And Geri S.

"You Gave Us The Kitchen That We Always Wanted." - Michael And Meg C.

"Judy Has Good Ideas, And She Also Listened To What I Wanted To Do. She Employs And Manages Real Craftsmen. " - Peter H.

"You Turned Our Ugly Kitchen And Bath Into Beautiful Living Spaces. We Are Now The Envy Of The Neighborhood." - Marsha And Lance R.

"Each Design Detail Was Clearly And Thoughtfully Considered. Your Inspired Use Of Space Turned Out To Be Exactly What We Had In Mind." - Evelyn Lockett W.

"We Love Our New Bath. The Contractors Were Wonderful. Judy Was On The Job Every Day To Make Sure Work Was Going Well. It Was Fun"- Joan & Mike O.

"Judy Designed And Built My Kitchen 15 Years Ago. Last Month, At A Family Gathering In My House, I Was Asked If I Had A New Kitchen. My 15-Year-Old Kitchen Is As New, Beautiful, And Functional Today As It Was When She Designed It."- E.S.

"We Are Thrilled With The Bath Judy Designed And Created For Us. You Never Hear 'this Was So Much Fun' When Talking About A Remodeling Project. Well, Ours Was. Judy And Her Highly Professional Team Gave Us The Master Bath And Closet Of Our Dreams."- Sue R.

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IN THE NEWS
The kitchen lady has been featured in leading newspapers across illinois, including the chicago tribune, The Naperville Sun, The Daily Herald, and DuPage Woman Central Edition. Her Designs have been showcased in Lake Geneva and in the Baird And Warner's "Kitchen And Bath Walk 2004."

RETURN ON INVESTMENT
According to REMODELING magazine's "Cost VS. Value Report," the payback for a kitchen remodel is 98%-122% ~ average, while the bathroom return is between 111%-122%. Which will add to making money when you sell your home.

10 REASONS TO WORK WITH TKL DESIGN GROUP
When you choose TKL Design Group, we're sure you'll be happy with your choice.

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- Focus On Client's Needs
- Innovative Custom Designs
- On-Time Project Completion
- Professionally Designed Blueprints
- Timely Meeting At Your Convenience
- Product And Kitchen Lady Warranties
- Guaranteed Quality And Value - Service, Service, Service!

Judy Baker Blanks, CKD

Judy is a certified designer, recognized throughout the Chicagoland area for her skill and expertise in designing and implementing kitchen and bathroom renovation projects.

Judy is also a dynamic public speaker, regularly addressing crowds on many kitchen and bath topics. she has also traveled extensively across Europe studying design trends.

JUDY'S PROCESS
Judy has been a designer and project manager for the construction and remodeling of kitchens and baths since 1992.

She maintains hands-on involvement from start to finish; carefully watching over the evolution of each new project until it is complete.

You can count on Judy to meet with clients, custom-draft designs, compute budgets, select materials, and hire contractors.

THE IMPORTANCE OF WORKING WITH A CKD
A certified kitchen and bath designer will meet with you, ask questions about your lifestyle, and listen carefully so that the finished room reflects your personal taste and use of the space.

They also help you choose products, materials, and colors, all while working within your budget.

ASSOCIATIONS
Past president and active member of the national kitchen & bath association
Active Board member of the Hinsdale Chamber of Commerce

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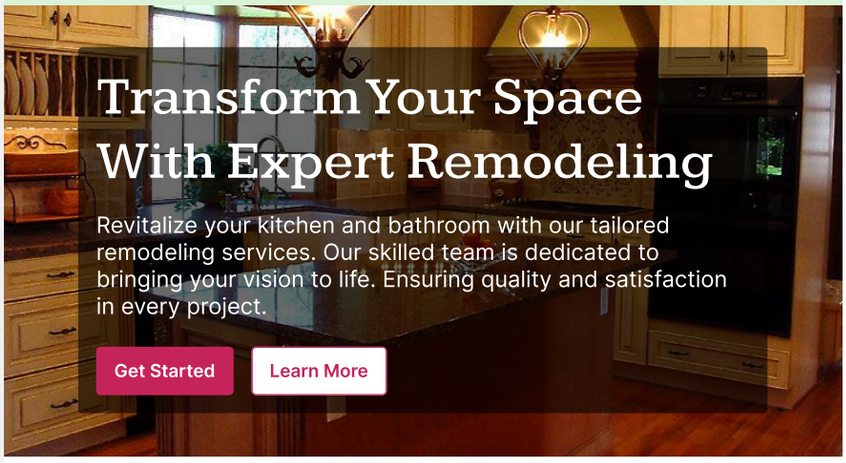

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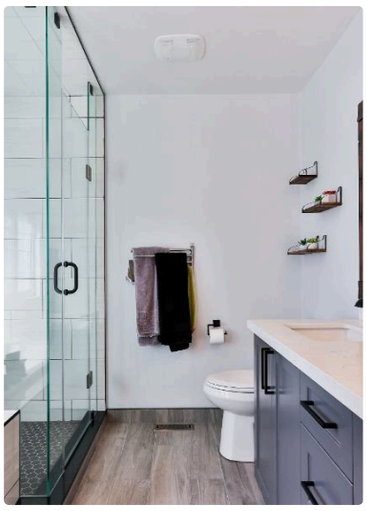

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10.02.24 | 9 Min | John Dow

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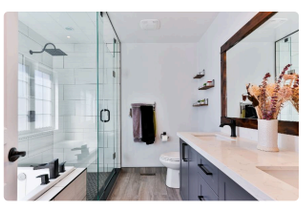

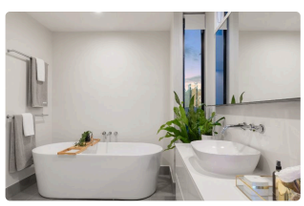

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