

DIGITAL EXPERIENCE CASE STUDY

Funky Stickables

From catalogue-heavy storefront
to a clearer shopping journey

A retrospective case study of the homepage review, strategy and redesign direction. The downstream ecommerce journey remains in progress.

CASE STUDY STATUS

**Homepage direction
demonstrated
Full journey roadmap
included**



The business had more to offer than the homepage made easy to find

Funky Stickables serves parents, gift buyers, creators and small businesses. The live homepage presented all of these offers, but repeated promotions and long content made the best path difficult to identify.

BUSINESS NEED

- Make personalised products easier to discover
- Clarify consumer and business offers
- Build trust before asking for purchase

CUSTOMER NEED

- Choose the right product quickly
- Understand how ordering works
- Feel confident about quality and delivery

REVIEW BOUNDARY

The current live site was reviewed across homepage structure, navigation, product discovery and a personalised product page. The staging work presently demonstrates the redesigned homepage only.

The case study separates completed design work from recommended next steps. No downstream improvement is claimed until it has been designed, implemented and validated.

Current experience score 53 out of 100. Potential complete experience 90 to 94.

The score is built from six review categories, so the result shows where the experience is strong, where friction sits and what work would move the number.

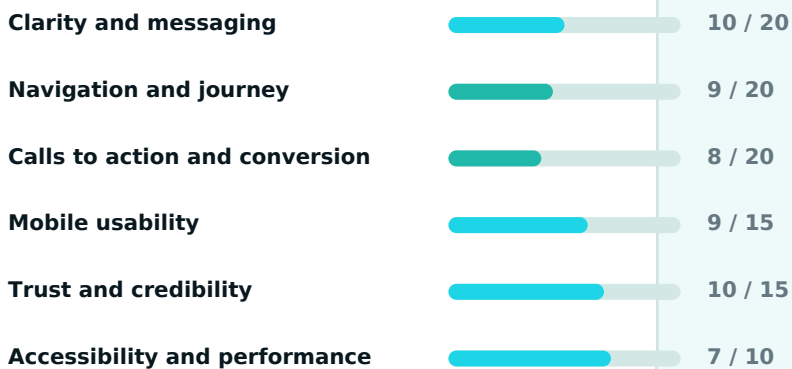
CURRENT SCORE

53 /100

Friction limits action

The range had appeal, but the journey made customers work too hard to choose and act.

CATEGORY BREAKDOWN



WHAT THE SCORE MEANS

Brand energy was not the main issue. The lower scores came from hierarchy, buying guidance and clearer next action points.

POTENTIAL COMPLETE EXPERIENCE

90 to 94

PATH TO IMPROVEMENT

Carry the new homepage logic into categories, product selection, personalisation, proof, cart and checkout.

HOW TO READ THE SCALE

0 to 49

Significant friction

50 to 69

Friction limits action

70 to 84

Clearer and usable

85 to 94

Confident experience

95 to 100

Exceptional

Potential range, not a guarantee. Final scoring requires implementation, testing and observed customer behaviour.

The work followed customer intent through the experience

The review considered what each audience needed to accomplish, where the interface slowed them down and which changes could improve both confidence and conversion.

01 — DISCOVER

Business goals, audiences, products and operational realities

02 — DIAGNOSE

Content, navigation, actions, trust, accessibility and repeated friction

03 — PRIORITISE

Customer impact, business relevance, evidence confidence and delivery effort

04 — IMPROVE

Structure the homepage, then extend the same logic across the buying journey

A visual refresh only creates value when the customer can find, choose and complete the right action more easily.

The original homepage repeated offers without establishing a clear hierarchy



WHAT WE OBSERVED

- No page-level H1 in the live homepage structure
- Long page with competing promotional messages
- Consumer, custom and business offers compete early

WHY IT MATTERED

Customers had to interpret the catalogue before they could decide where to begin.

The opportunity was to make the first decision obvious, then reveal depth when it became relevant.

Evidence included repeated calls to action, a 5,000px-plus desktop homepage, missing image descriptions and unverified social destinations.

The redesigned homepage turns product breadth into four understandable starting points

STAGING DIRECTION



01

PERSONALISED

Names, colours
and finishes

02

SCHOOL

Complete
labelling needs

03

FUN STUFF

Ready-made
sticker discovery

04

BUSINESS

Custom print
and short runs

The new structure also surfaces bestsellers, explains how ordering works, introduces social proof and gives business customers a dedicated path.

Different customer intentions now have different routes into the range

The homepage should orient the customer. Category and product pages must then continue the same decision logic without restarting the experience.

PARENT WITH A NAME IN MIND

Personalised → Select product → Preview choices → Add to cart

PARENT PREPARING FOR SCHOOL

School labels → Compare packs → Confirm coverage → Purchase

BROWSING OR GIFT CUSTOMER

Funky stickers → Browse themes → Build confidence → Purchase

SMALL BUSINESS

Business → Understand capability → Share requirements → Request quote

CONFIDENTIAL DELIVERY DETAIL

Page templates, decision rules, component behaviour and implementation specifications remain within the full client work.

The next phase carries homepage clarity through selection, personalisation and checkout

SHOP AND CATEGORIES

Reduce duplicated routes, improve filters and organise ranges around customer intent.

PRODUCT TEMPLATE

Lead with outcome, proof, price and delivery. Move dense care information into a clearer supporting structure.

PERSONALISATION

Use a guided sequence with live preview, clear defaults, validation and a persistent price and action.

CART AND CHECKOUT

Preserve the selected design, reassure customers about production and delivery, and remove unnecessary decisions.

TRUST AND PROOF

Replace placeholder testimonials with verified reviews, link the Etsy rating to evidence and repair social destinations.

ACCESSIBILITY AND PERFORMANCE

Add meaningful alternative text, validate keyboard and focus states, check contrast and control image weight.

These recommendations define the target experience. Implementation order should follow product data, platform constraints and observed customer behaviour.

The roadmap protects the homepage gain and builds the journey in the right order

NOW

01

**Replace
unverified proof**

02

**Resolve links
and accessibility
basics**

03

**Complete
responsive
homepage QA**

NEXT

01

**Rebuild
category
hierarchy**

02

**Redesign
product
templates**

03

**Create guided
personalisation**

LATER

01

**Simplify cart
and checkout**

02

**Validate with
analytics and
testing**

03

**Optimise
retention and
repeat purchase**

POTENTIAL RESULT

A consistent end-to-end implementation could move the experience into the 90–94 range. The score must be validated after launch using real customer behaviour.

The homepage now gives the business a clearer foundation for growth

The redesign demonstrates how evidence and customer intent can simplify a broad product range without flattening the Funky personality. The remaining opportunity sits in the connected shopping journey.

WHAT THIS CASE STUDY DEMONSTRATES

Independent experience evaluation

Audience and journey definition

Content and navigation strategy

Homepage UX and UI direction

Conversion and trust improvements

Prioritised implementation roadmap

PUBLIC CASE STUDY

This retrospective shows the review logic, score movement and design direction. Detailed layouts, component specifications and implementation decisions remain confidential.

**Less friction.
More confident action.**

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