

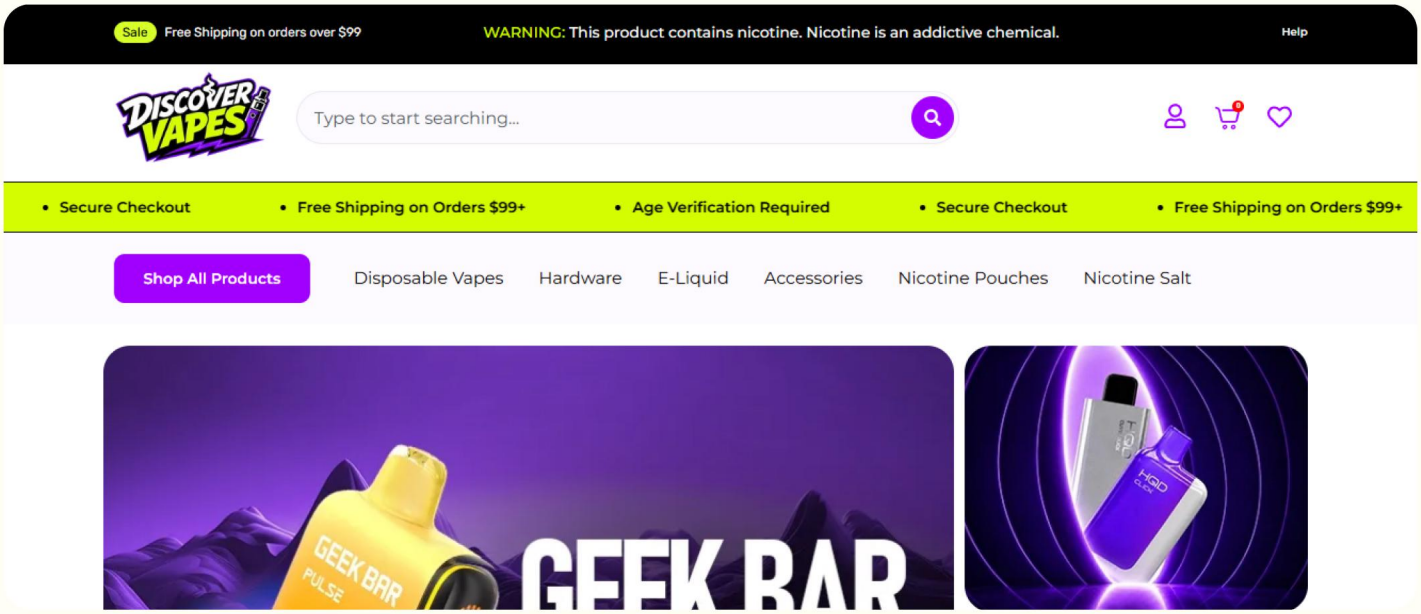
Designing a Cleaner E-commerce Journey for Adult Vape Shoppers

Service: E-commerce Website Design
Industry: Vape & Nicotine E-commerce
Project: Discover Vapes

The Challenge

Discover Vapes needed an E-commerce interface that could support a growing product catalog while keeping the shopping process clean, credible, and easy to understand.

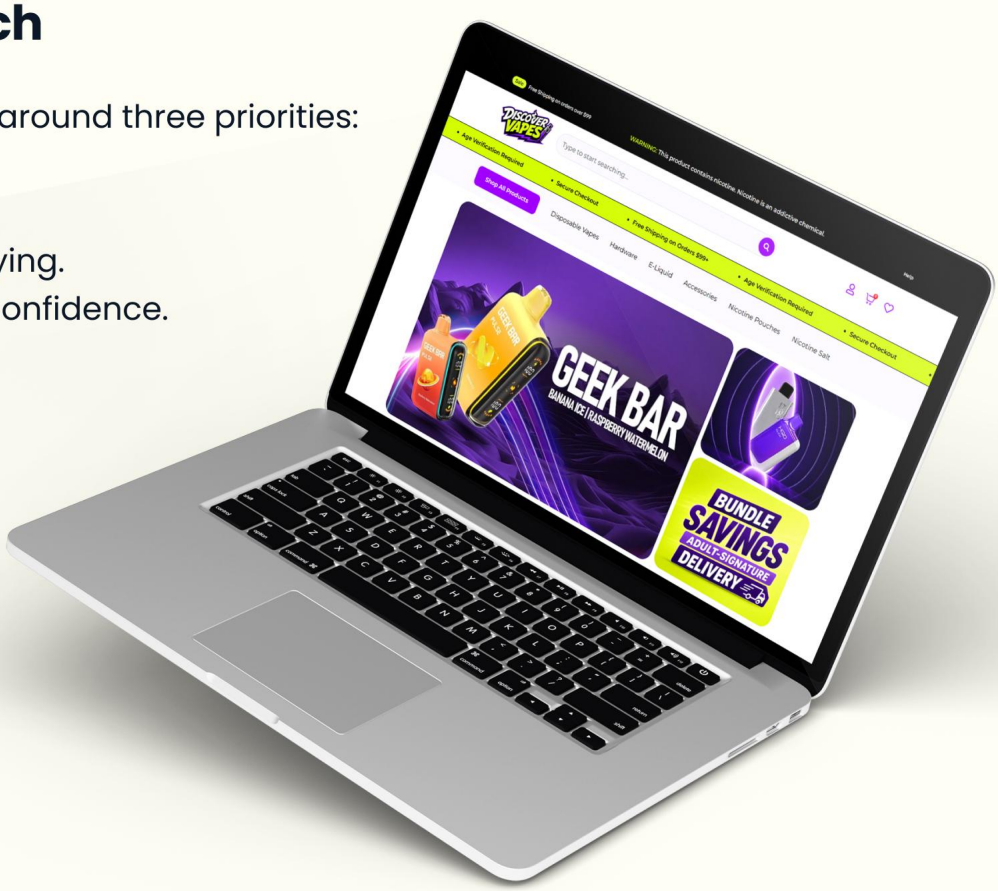
The design needed to balance product merchandising with essential trust and compliance information such as age verification, shipping information, policies, and secure checkout messaging.



Our Design Approach

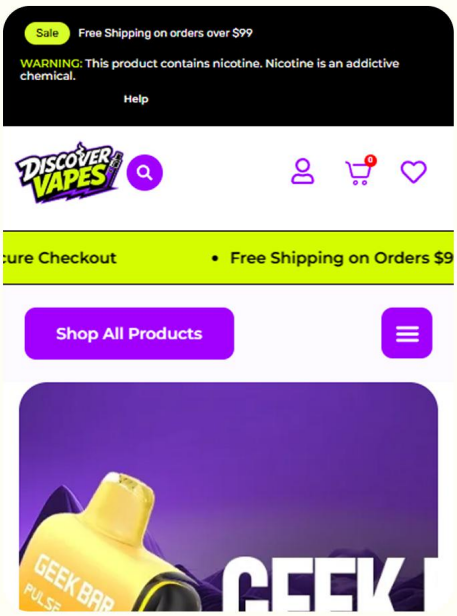
We designed the experience around three priorities:

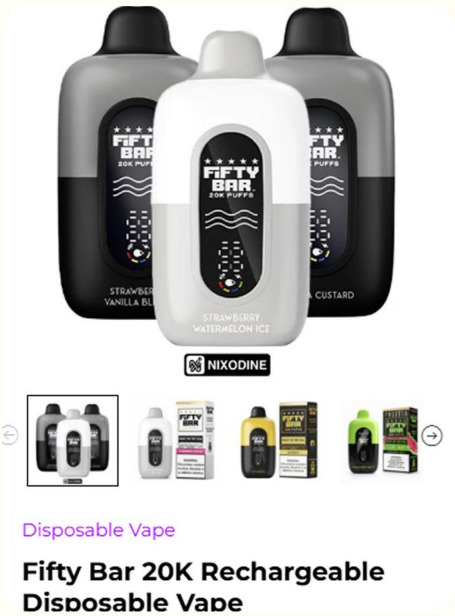
Discover products quickly.
Understand what you are buying.
Move toward checkout with confidence.

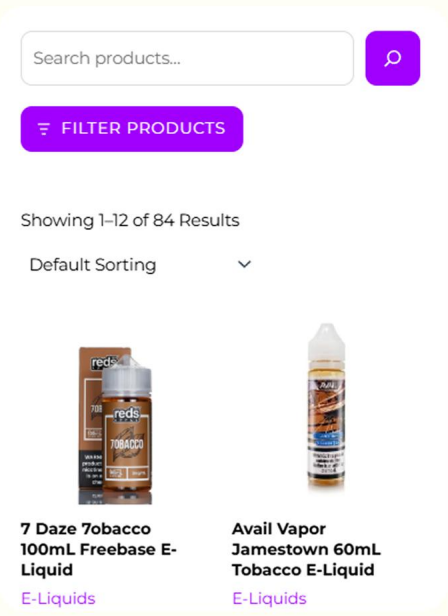


- Clear primary product categories
- Featured product merchandising
- Dedicated category sections
- Strong product card hierarchy
- Shipping and age-verification messaging
- Customer review sections
- Educational blog integration
- Frequently asked questions
- Newsletter capture
- Clear policy and support navigation
- Responsive E-commerce layouts

Discover Vapes currently organizes its storefront around Disposable Vapes, Hardware, E-Liquid, Accessories, Nicotine Pouches, and Nicotine Salt, supported by featured products, reviews, educational content, FAQs, policy pages, shipping information, and 21+ messaging.







The Outcome

The finished design gives Discover Vapes a clearer ecommerce identity and creates a more structured customer journey from homepage discovery through product research and purchase consideration.

Product merchandising and informational content work together instead of competing for attention, making the storefront better suited to both transactional visitors and shoppers researching unfamiliar products.