

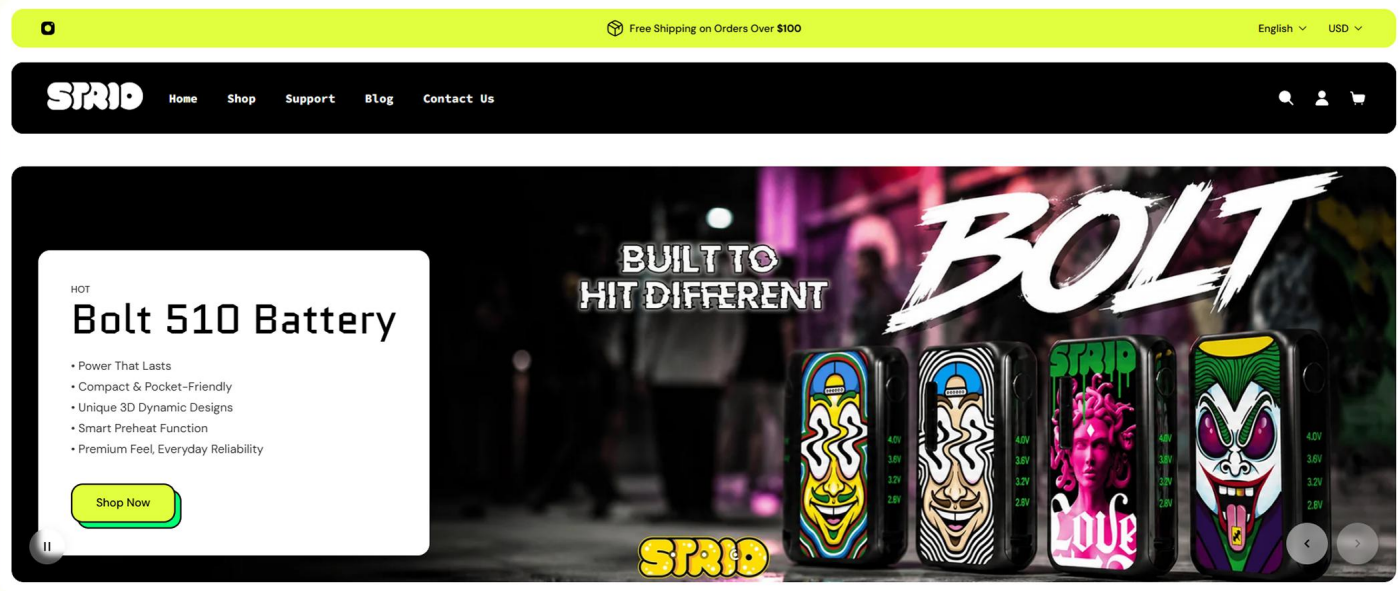
Designing a Product First E-commerce Experience for an Established Vape Brand

Service: E-commerce Website Design
Industry: Vape Hardware & Accessories
Project: STRIO

The Challenge

STRIO operates with a broad catalog covering 510-thread batteries, vaporizers, glass, merchandise, replacement parts, and multiple product variations. The design challenge was to organize that catalog without making the shopping experience feel crowded or difficult to navigate.

The website also needed to preserve STRIO's distinct brand personality while giving products enough visual prominence to support E-commerce conversion.



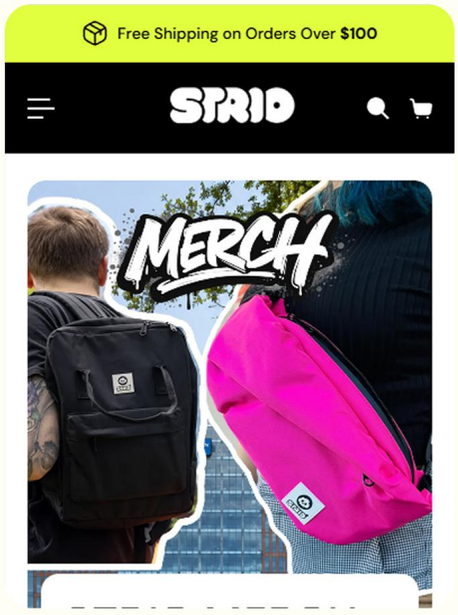
Our Design Approach

We created a product-led interface where customers can move quickly from discovery to individual product selection.

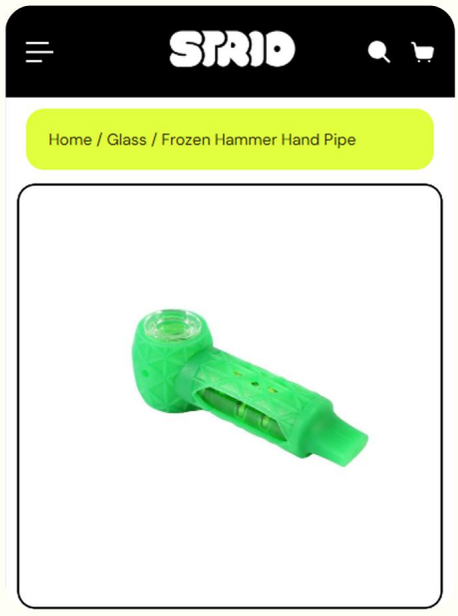
The experience was structured around:

- Clear collection based navigation
- Strong product imagery
- Best-seller merchandising
- Easy-to-scan product cards
- Color and variation visibility
- Quick product discovery
- Strong hierarchy between navigation, products, lifestyle content, and brand messaging
- Responsive layouts designed for mobile commerce

The resulting interface allows categories such as 510 Thread Batteries, Vaporizers, Glass, Merch, and Parts to remain clearly separated while giving individual products room to stand out. STRIO's current storefront also exposes best sellers, quick-view functionality, multiple product colors, pricing, product descriptions, reviews, and supporting content.







The Outcome

The completed design establishes a stronger connection between STRIO's brand identity and its E-commerce experience. Instead of presenting the catalog as a generic product grid, the design combines product discovery, lifestyle positioning, collection navigation, and detailed merchandising into one coherent customer journey.

