

CASE STUDY

Shopify Store Development & Customization

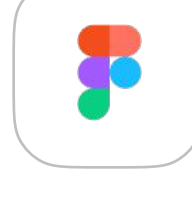
CUSTOM SHOPIFY EXPERIENCE WITH DYNAMIC PRODUCT PRICING

Built a customized Shopify store with dynamic pricing, responsive layouts, and enhanced navigation.

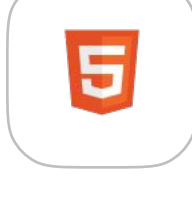
TECH STACK WE USED



Shopify



Figma



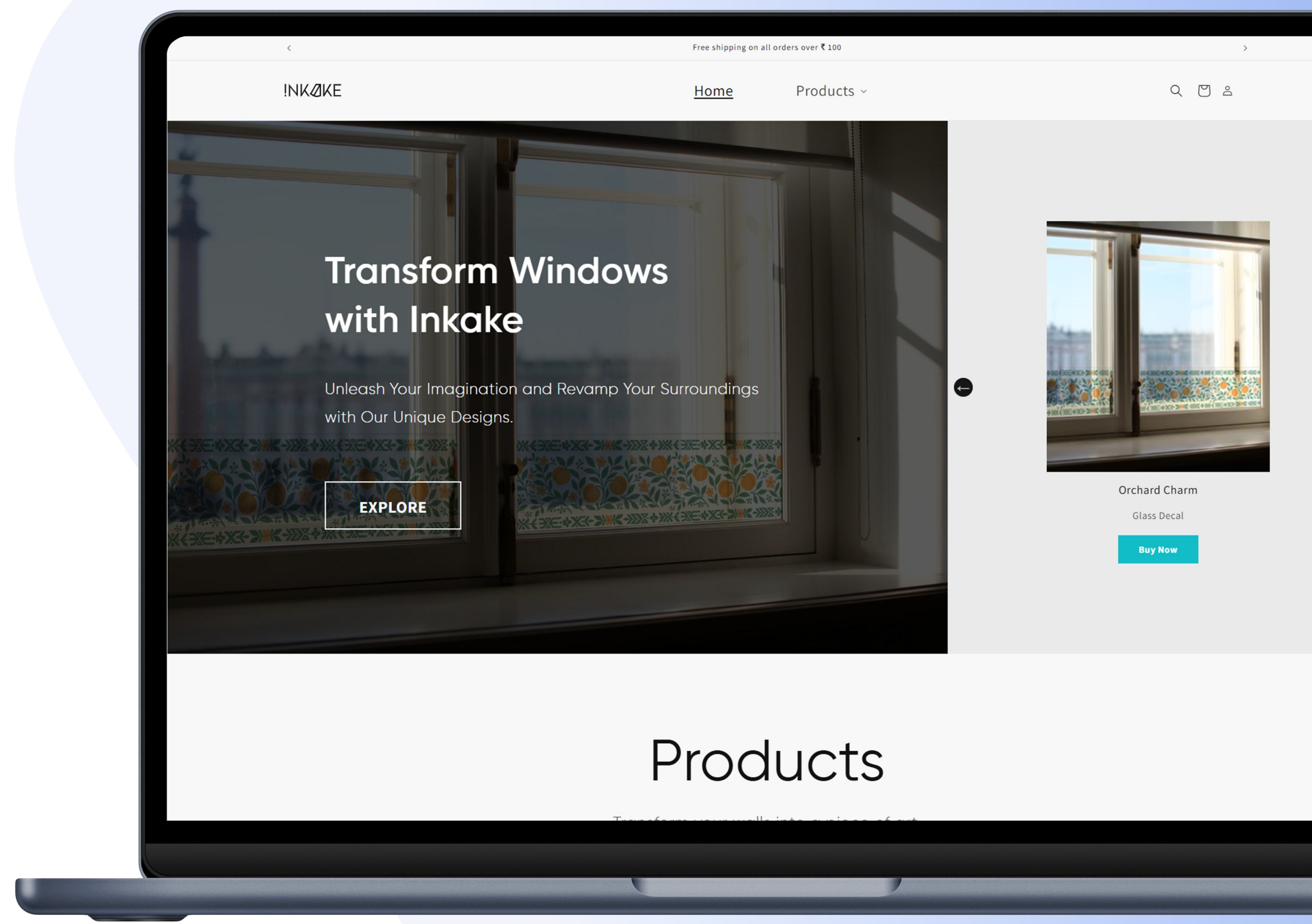
HTML5



JavaScript



CSS3



OVERVIEW

Project Overview

LIVE LINK

<https://inkake.com/>

CLIENT

Inkake

INDUSTRY

Wallpaper & Home Decor E-Commerce

PLATFORM

Custom Shopify Store

Custom Shopify Store for Wallpaper & Interior Products

A fully customized Shopify store built to enhance product discovery, simplify navigation, and support dynamic wallpaper pricing with a seamless shopping experience across all devices.



Dynamic Pricing

Implemented custom width and height inputs with automated wallpaper price calculations based on customer-selected dimensions.



Mega Menu Navigation

Developed a structured and user-friendly mega menu that improves category organization and simplifies product discovery.



Variant Selection

Enabled direct variant selection on collection pages, allowing customers to explore and purchase products more efficiently.



Responsive Experience

Optimized custom sections, galleries, navigation, and layouts to ensure consistent performance across desktop, tablet, and mobile devices.

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Shopify's default product structure did not support measurement-based wallpaper pricing calculations.

Dynamic Pricing



Growing product collections made browsing and finding relevant products more challenging.

Product Navigation



Standard Shopify functionality limited seamless variant selection and customer interaction.

Collection Variants



Custom sections required consistent performance across desktop, tablet, and mobile devices.

Responsive Design



Allows administrators to update homepage and CMS content without modifying theme code.

Content Management



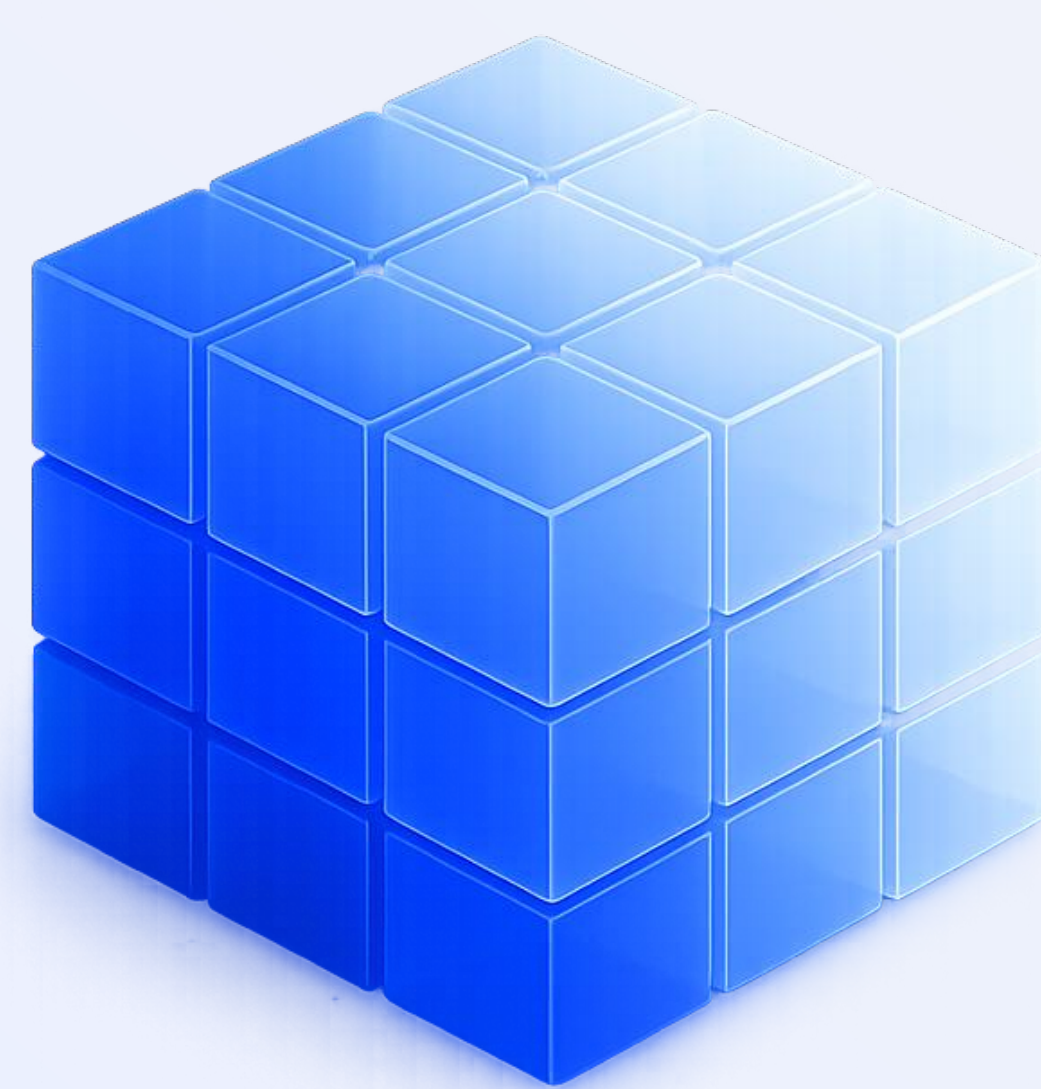
Heavy customizations needed optimization to maintain speed and support future growth.

Store Performance

PAIN POINT

Challenges Confronted

Inkake required a custom Shopify solution with dynamic pricing, enhanced navigation, and a seamless shopping experience.



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SOLUTIONS

Solution Provided

Custom Shopify enhancements were implemented to improve navigation, support dynamic pricing, optimize mobile experiences, and streamline product management.



Dynamic Pricing Engine

Developed custom width and height-based pricing calculations for wallpaper products.



Custom Mega Menu

Created an organized navigation structure to improve product discovery and browsing.



Collection Variants

Enabled direct variant selection on collection pages for faster product exploration.



CMS Customization

Developed custom Shopify sections including hero galleries, product tabs, promotional blocks, & flexible CMS page layouts.



Responsive Optimization

Optimized layouts, navigation, and custom sections across all device sizes.



Performance Enhance

Implemented lightweight customizations and optimized code for speed and scalability.

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TECH STACK

Built With Modern Technology

Modern technologies were used to build a scalable, responsive, and high-performing Shopify storefront with advanced customization and seamless user experiences.



PLATFORM



Shopify

DESIGN & PAYMENT



Figma



Razorpay

LANGUAGES



HTML



CSS3



jQuery



Swiper.js



Slick.js

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RESULTS

Results & Impact Metrics

The customized Shopify store delivered a faster, more engaging shopping experience through enhanced navigation, dynamic pricing, responsive design, and scalable store management.



IMPROVED PRODUCT DISCOVERY

Enhanced navigation and product organization helped customers find products more efficiently.



DYNAMIC PRICING EXPERIENCE

Custom pricing calculations simplified wallpaper ordering based on selected dimensions.



FASTER PRODUCT SELECTION

Collection page variant selection reduced clicks and accelerated purchase decisions.



RESPONSIVE SHOPPING JOURNEY

Responsive layouts delivered seamless shopping experiences across all device types.



MAINTAINED STORE PERFORMANCE

Optimized custom sections and scripts to preserve website performance despite extensive Shopify theme customizations.



SCALABLE STORE MANAGEMENT

Flexible content structures simplified updates and supported long-term business growth.

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Let's collaborate on what matters to you

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Google Reviews 4.6 ★★★★★ | Clutch Reviews 4.9 ★★★★★ | Upwork Reviews 100% JSS | Dribbble Reviews 4.9 ★★★★★ | Behance Reviews 5.0 ★★★★★ | PPH Reviews 4.9 ★★★★★