

Terroirs — 2020

Going back to the roots of retail to create a tailored online shop.

Ecommerce
Magento 2
Web

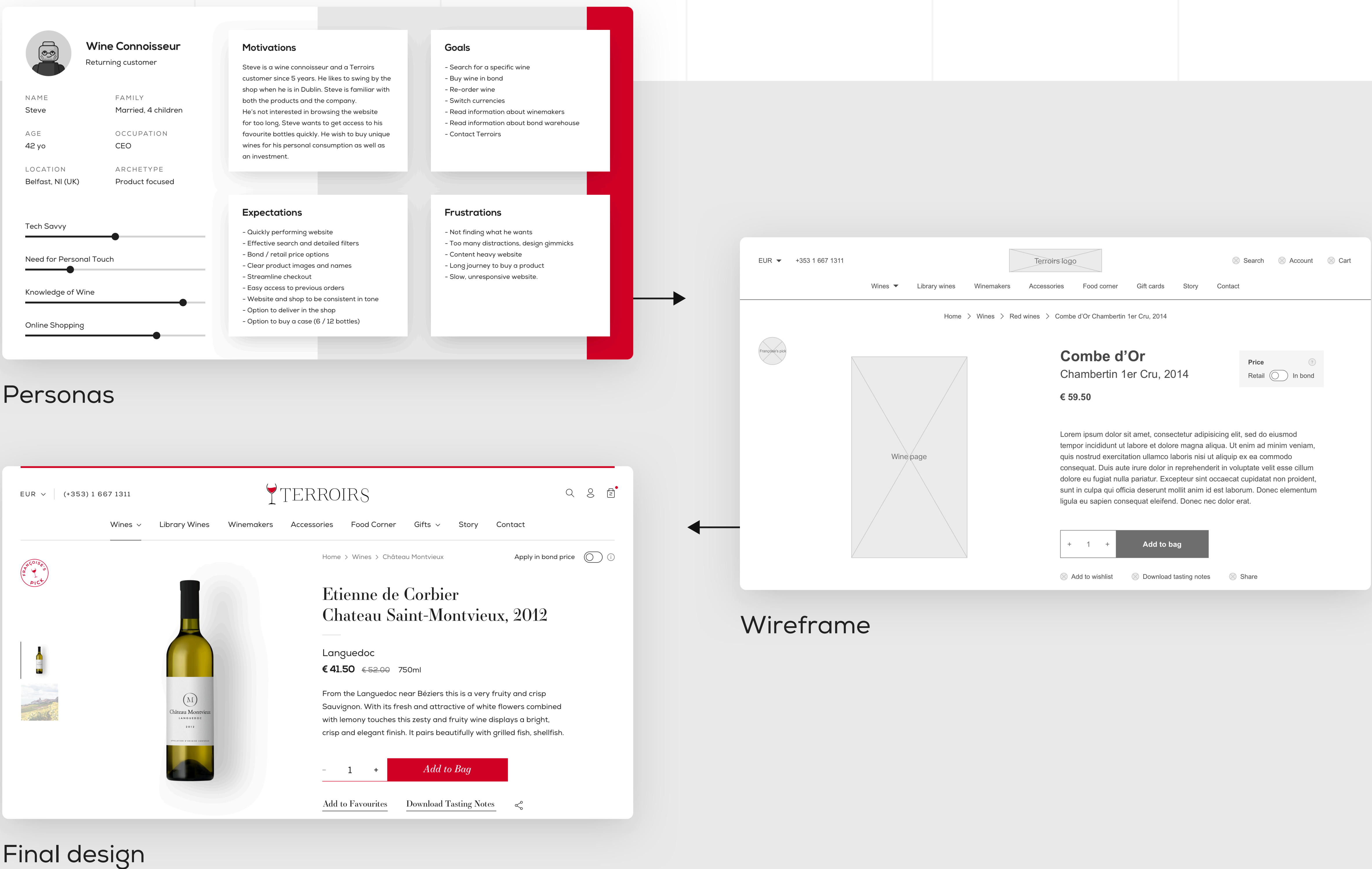
Design
Art Direction
Digital consultancy



More than just a wine merchant

Françoise and Seán Gilley are the proud owners of Terroirs, one of Ireland’s most renowned wine shops. Not just a wine merchant, Terroirs embraces a true epicurean philosophy, from meticulously sourcing wine to offering outstanding local products. Having previously worked with other wine retailers — being a wine enthusiast myself— Terroirs entrusted me with designing a new online store that would embody their background, increase sales, build brand awareness and speak to their audience.

I started as the Lead Designer on the project, working with Magento developers and project managers in Software Design, a Dublin based Digital agency. At the end of the project, my role extended to digital consultancy and I became the bridge between Terroirs and developing agencies.



Balancing quality and efficiency.

With the high-level scope and budget of the project agreed, I was responsible for estimating the design work, outlining the UX process and communicating with the client.

Understanding

We started with a UX workshop to understand Terroir’s current issues and map out known user behaviours and expectations. It quickly became clear that vineyards and producers would need to have a central role in this redesign. Conveying the Terroirs brand image through the interface would also be essential for the success of the project

Prototyping

Once requirements were agreed, I started shaping the Information Architecture and sketching my ideas on a mood board. After several rounds of wireframe feedback, I had a clear vision for the UI design. I mocked up the most important screens for both desktop and mobile, issued guidelines for the art direction and finished with animations.

Researching

Having previously worked on SIYPS.com, I used the knowledge gained there to map out the different personas. I led discussions with the client and met with shop customers to more precisely determine their expectations. Enthusiasts were looking for somewhere that sold exceptional wines, expertly curated and sold in a friendly way.

Testing

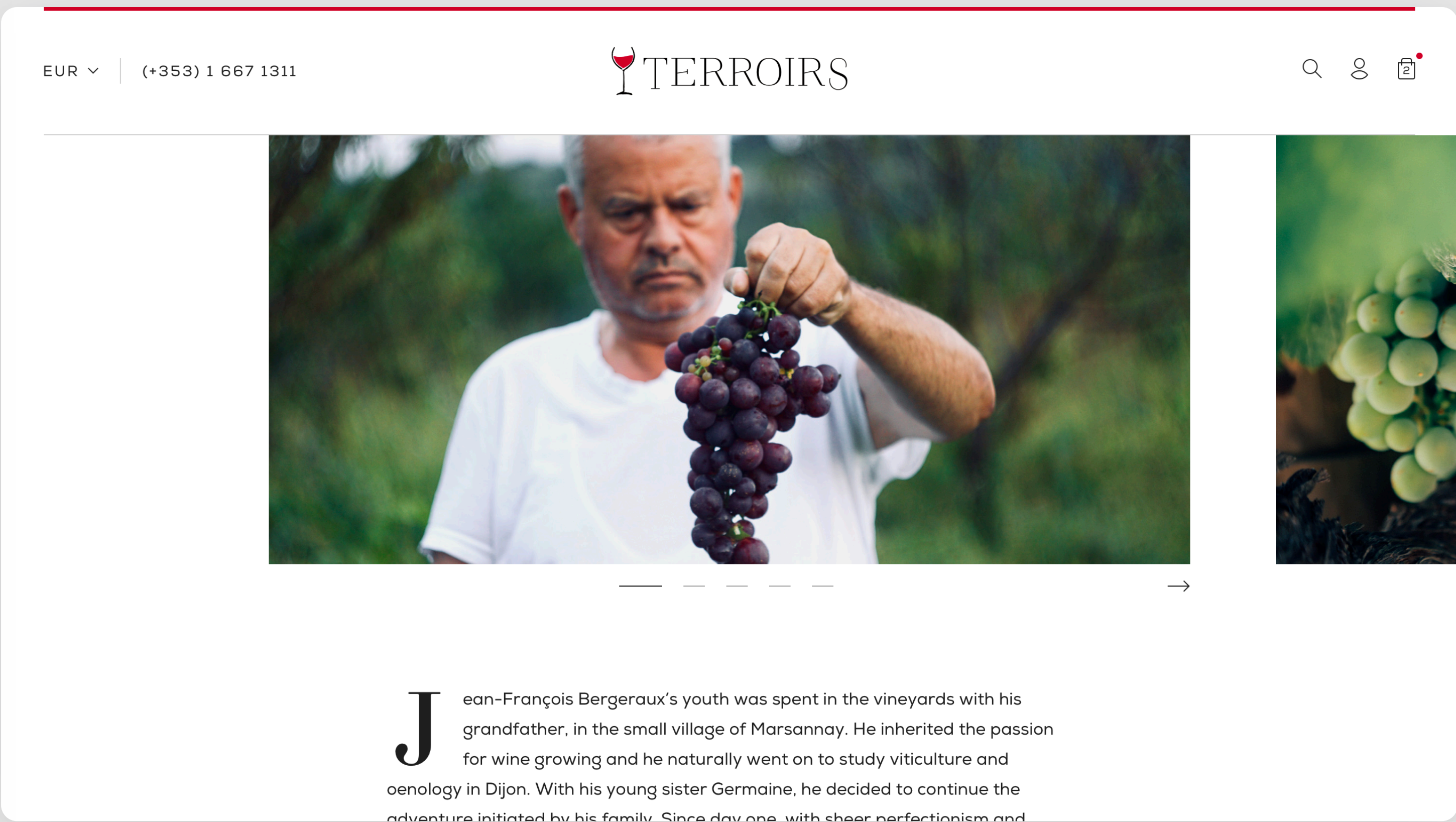
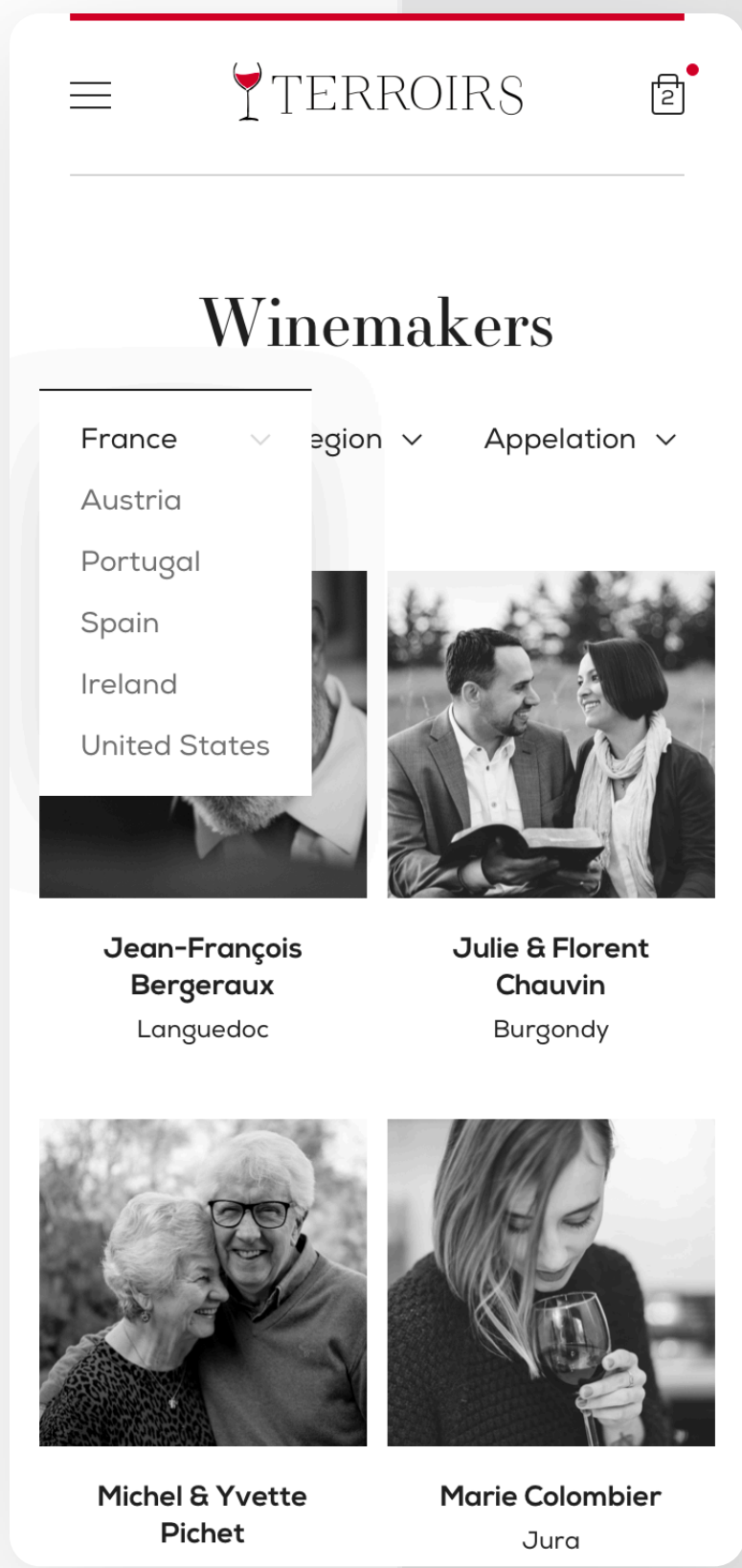
I used a remote usability testing service to test the main user journeys. No major issues were found and I handed over the project to developers and helped with the quality assurance efforts.

Style with substance.

Crafting an impactful journey means designing with care, integrating small delights with useful functionality. This is especially true for Terroirs.

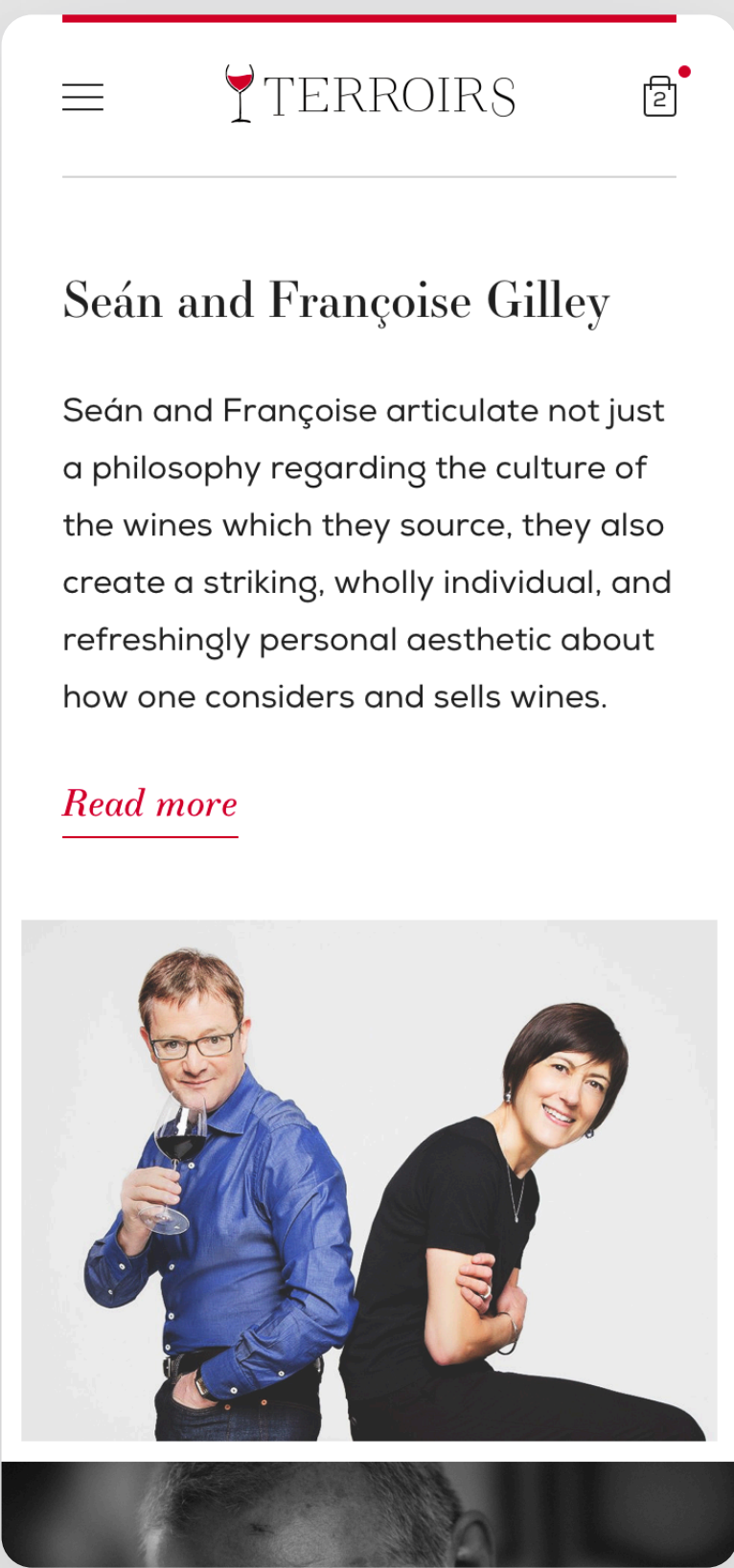
Focus on artisans

Behind every great bottle of wine is a passionate winemaker. It was important for both customers and Terroirs to describe the piece of history and geography contained in each bottle. I created a dedicated page for winemakers, added excerpts to wine product pages and featured a winemaker on the homepage.



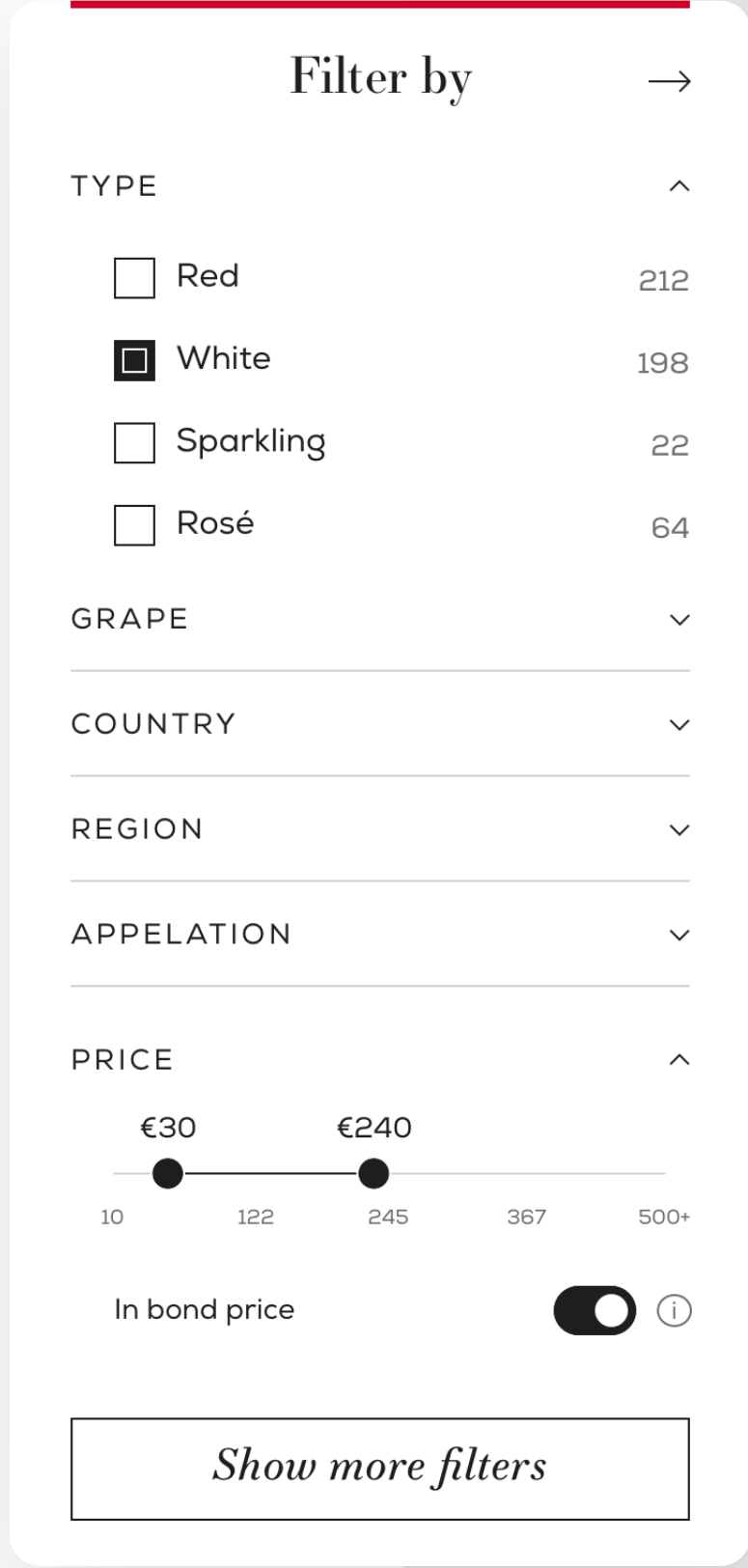
A story to tell

Terroirs is a unique wine shop with a deeply personal approach to selling wine. The website needed to bottle their vivid personality, story and shop. I created custom “Seán’s pick” and “Françoise pick” categories to mimic a more personal retail experience and help users to find the perfect blend. I also added various sections describing their philosophy throughout the shopping journey.



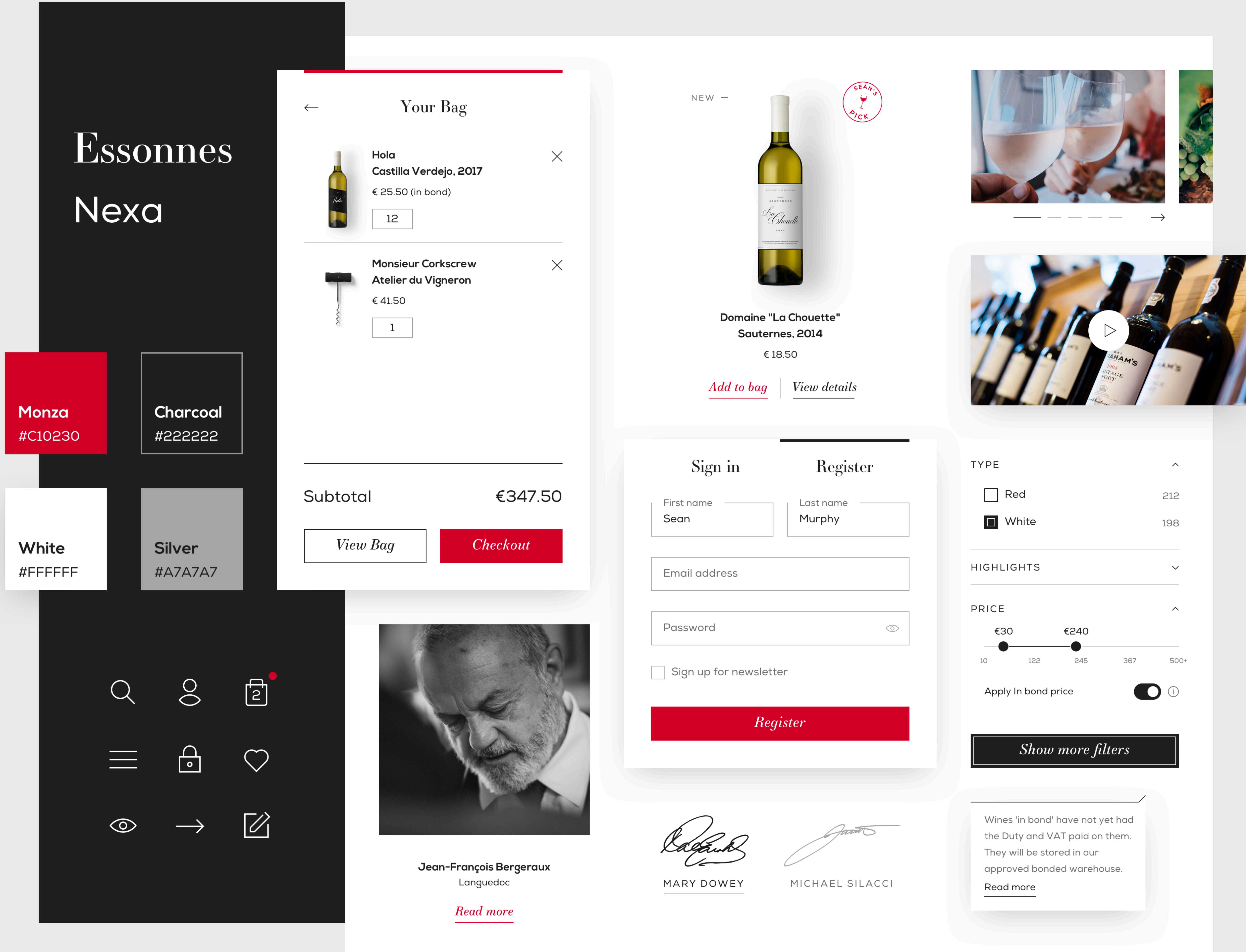
Wine in bond

Terroirs needed to facilitate “in bond” sales for wine investors and en primeur buyers. In a few clicks, customers can now place an order for cases of fine wine without paying duty and VAT. The wine will be stored in optimal cellar conditions in Terroirs-approved bonded warehouse.



Ecommerce with flair

Françoise and Seán only source the surprising, the exceptional, the desirable. This commitment to perfection had to be reflected digitally with a stylish and premium feel. Every detail is meticulously designed with delight and ease of use in mind. Thin lines and symmetrical shapes pair with curated typefaces to magnify the content while balanced layouts and elegant motion inspires trust. Right away, new prospects feel welcome and in safe hands with Terroirs while retail customers find the tone of the shop familiar. Users can breathe and explore the website at their own pace to find their treat.



Design isn't a sprint. It's a marathon.

A project is a living thing, it evolves at every step of the process. Sometimes it changes unexpectedly and, as a designer, you have to adapt to a new reality. The Terroirs website took longer than anticipated and we had to face multiple technical challenges like handover between companies and copyrighting delays. We persisted, and our dedication paid off. The website was eventually released, reflecting the brand personality with a stylish design and helping conversion with a faster, modern website.

And the inevitable happened: I became a regular client of the shop.
Santé !

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